

NOW WITH A BETTER SYSTEM AND NEW
FAMILY VIOLENCE LAWS IT'S EASIER TO SAY

ENOUGH

‘Family Violence. The Hume has had ENOUGH’

Project Plans and Evaluations from the Hume Region’s Six
Family Violence Prevention Networks

June- December 2009

An initiative of the Integrated Family Violence Service
(Hume Region)



INTEGRATED FAMILY VIOLENCE SERVICES
Women, men and children
Hume Region

Women’s Health Goulburn North East, Department of Human Services, Cooroonya Domestic Violence Services, Marian Community, Upper Murray Centre Against Sexual Assault, Upper Hume Community Health Services, Rural Housing Network, Ovens and King Community Health Services, Mitchell Community Health Services, Relationship Australia, Victoria Police,, Central Hume Support Services, Department of Planning and Community Development, Goulburn Valley Community Health, Goulburn valley Centre Against Sexual Assault, Women’s Centre Albury/Wodonga.

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PROJECT PLAN

Project Title: Violence awareness project in Alpine sporting clubs

Alpine Family Violence Prevention Network

Introduction

The Alpine Family Violence Prevention Network (AFVPN) aims to develop a project that will raise awareness of family violence within an Alpine sporting club. The three month project aims to increase the understanding of recent Victorian family violence legislative reform and what behaviours are now considered to be criminal acts within a Myrtleford sporting club and the local community more broadly. The program will be modeled on the *Respect and Responsibility Program* developed by VicHealth and the Australian Football League (AFL) which aims to prevent violence against women and children in elite and community based football sectors. This project will be funded by the AFVPN.

The project summary

The project's goal over a three month period is to raise awareness of family violence and recent legislative reforms within a community sporting club. This will be achieved by way of three key objectives.

Objective 1: To deliver education, information and resource material about family violence to the club's players and coaching staff.

Strategy 1.1: The project will deliver two family violence awareness evenings (around 45 minutes in length) facilitated by guest speakers to both male and female players and coaching staff in gender segregated groups. In keeping with the AFL's Respect and Responsibility Program, the awareness sessions are designed to:

- Increase players and club officials understanding of what behaviours constitute family violence and sexual assault.
- Provide practical information that assists players to understand the concept of consent and how it differs from coercion.
- Assist players to build and maintain social and sexual relationships that are healthy and respectful.
- Empower players with strategies to intervene to stop violence and/or prevent it from occurring in the first place.
- Provide players with skills to report family violence to the police and support those who may be experiencing violence.

Strategy 1.2: To provide the club's players and staff with family violence awareness material in their club rooms, toilets and other appropriate venues, so that it can be accessed independently and confidently.

Objective 2: To implement an appropriate publicity strategy regarding family violence within the club and the broader community.

Strategy 2.1: To display anti family violence signage on the boundary fence of the club.

Strategy 2.2: To present family violence awareness material in the club's newsletter.

Strategy 2.3: To ensure the program receives media attention through local newspapers and via the radio.

Strategy 2.4: To display the 'Myrtleford Says ENOUGH to Violence' posters around Myrtleford. This is in keeping with a previous project 'Myrtleford Says No to Violence.'

Objective 3: To develop sustainable strategies that can enhance family violence awareness within the club.

Strategy 3.1: The project aims to develop protocols and a code of conduct that outlines acceptable behavior for players on and off the field.

Strategy 3.2: Encourage and support the club to continue family violence awareness sessions and other programs that may assist in preventing violence.

The target group

The target group for this project will consist of senior and junior men's and women's soccer teams, thirds, reserves and senior football teams and women's netball teams. Targeting rural sporting clubs is of value given that many rural people identify strongly with sporting clubs as a valued hub of community interaction. The basis for targeting what has traditionally been a predominantly male dominated sport stems from the evidence-based recognition that men are largely the perpetrators of family violence. Certain male dominated sporting clubs have been identified as more likely to uphold violence-supportive norms and behaviours (VicHealth, 2008). Hence, interventions with boys and men are part of the overall solution to violence against women and children (VicHealth, 2008).

Needs assessment

The needs assessment that informs this project is in keeping with the larger community awareness campaign titled 'Family Violence. The Hume has had ENOUGH'. This program was further informed by an expressed need from a member of the Alpine Family Violence Prevention Network relating to the recent coverage from the ABC's *Four Corners*. The program related to a sexual misconduct incident involving members of the Cronulla Sharks and a 19 year old Christchurch woman in 2002. The report aired by *Four Corners* alarmingly

revealed how some male dominated sporting groups condone and in some instances perpetrate acts of violence against women as a vehicle for team bonding.

Theoretical models and frameworks

This project will utilise an evidence-based framework from VicHealth (2007) which maintains that preventing violence against women and children is a complex, yet achievable goal. VicHealth's framework is based on an ecological model of understanding violence, which recognises that factors influencing violence are multifaceted and interrelate on an individual, communal and societal level (VicHealth, 2007: 12; VicHealth, 2008: 6). The project will adopt this framework, attempting through the family violence awareness evenings to promote equal and respectful relationships between men and women, promote non-violent norms and improve players access to resources and support agencies. A combination of these factors has been identified by evidence-based research to assist in reducing the incidence of family violence (VicHealth, 2007: 12).

The project will additionally engage the theoretical models of social marketing, social learning theory and social planning. The project will adopt social marketing theory, which is a technique that adopts commercial marketing strategies. Social marketing theory has been identified as an effective method of raising awareness and communicating the need to change attitudes that condone or excuse violence against women (Nutbeam & Harris, 1999: 49). Social learning theory in contrast, is based on the understanding that individuals learn through a complex interaction with their environment (Nutbeam & Harris, 1999: 31). In this case, men's social environment has encouraged a culture based on hegemonic masculinity whereby strength and aggression on the football field are supported and idealised. Through social learning theory, this project will support a Myrtleford sporting club to further transform into an environment that promotes respectful relationships with women. This will function as a disincentive for men who are engaged in this sporting community to commit acts of family violence. With regards to the awareness evenings, this project will be task-orientated and expert-driven, therefore engaging a social planning model (Clark, 2002: 74).

Evaluation framework

The evaluation framework for this project will involve various components. The immediate indicators, such as the process evaluation that examine the extent by which the target group participated in the programs various components, will be assessed. During the planning stage of the project the unintended impacts associated with the project will need to be identified, such as the possibility that the program will reach victims of family violence and even perpetrators. Hence, strategies will need to be implemented to deal with such risks.

The evaluation for this project will additionally involve the input indicators, such as the amount of human and financial resources committed to the project. And the output

indicators, such as the amount of health promotion material produced (i.e. fence signage, newsletter output) and the number of education sessions run at the club. The outcome evaluation for the project will assess whether the aim of raising awareness of family violence and recent legislative reforms within a community sporting club over a three month period was successful. This will be determined by utilising qualitative and quantitative research methods pre and post intervention.

The outcome evaluation will be assessed partly through participant observation. During the first and the last violence awareness sessions and ideally three months post-project, the project officer will engage players attending the sessions in an informal focus group to assess whether their awareness of family violence has improved. Questionnaires will additionally be distributed to provide quantitative data about player's awareness and understanding of family violence before, after and if practicable, three months post-program. Indeed, if the projects timeframe and budget allows, the most effective model of evaluation would be a time-series study, with the use of a control group in the form of another rural sporting club.

PROJECT PLAN

Project Title: Benalla Women's Day Out

Benalla Family Violence Prevention Network

Introduction

The Benalla Family Violence Prevention Network (BFVPN) will implement a community awareness project that promotes family violence awareness among women in the Benalla area. The project will involve putting on a free movie for women at Benalla Performing Arts Convention Centre (BPACC) which will be marketed as a women's wellness day. By promoting the day in this way- focusing on health and wellbeing rather than family violence awareness- it is hoped that a diverse group of women will be more likely to attend. The project intends to bring women of all ages together for a pleasurable afternoon out. The aim of the event is to create awareness of the issues promoted by the 'Family Violence. Victoria has had ENOUGH' campaign, which highlights the recent legislative reform of the *Family Violence Protection Act 2008*. This project will inform women of the more covert forms of family violence and the types of behaviours associated with emotional and economic abuse. The event will be held at 1 p.m. on Sunday the 1st of November and will be funded by the BFVPN.

Project summary

The goal of the project is to raise awareness of the types of behaviours that are now deemed criminal under the *Family Violence Protection Act 2008* amongst a group of women from the Benalla area.

Objective 1: To have women of all ages attend the event.

Strategy 1.1: Make the event free and accessible. The movie tickets and some food and beverages will be provided to women for free. There will also be free transportation from various locations throughout Benalla to and from the event.

Strategy 1.2: To provide women with free childcare.

Strategy 1.3: Hold the event of a weekend, so that more working women can attend.

Strategy 1.4: Show a movie that will appeal to women of all ages. The movie that will be shown is the remake of *Fame*. This movie was chosen as it is a new release. The networks

hope it will appeal to older women who saw the original and younger women who are the movies target demographic.

Strategy 1.5: Invite women to attend via the media, adverts in school newsletters and by personal invitation.

Objective 2: To engage a group of women in an understanding of what constitutes family violence.

Strategy 2.1: At the event there will be pamper pack giveaways and other prizes. As part of the giveaways, women will additionally receive a variety of health promotion material, which will include information on the family violence legislative reform.

Strategy 2.2: Family violence information will also be distributed to women via the pre-movie advertising. After consultation with BPACC, it was confirmed that the BFVPN can determine the pre-movie advertising. Consequently, before the movie begins the network will run a series of adverts associated with the ENOUGH campaign. The Papscreen Victoria ads and other women's health material will be shown. By including a variety of health related ads, the family violence information will be less confronting and therefore enhance the likelihood that the women will engage with the information.

Objective 3: To implement an effective media publicity strategy around the event in Benalla.

Strategy 3.1: Promote the event through articles in the local paper, advertising through school and council newsletters and possibly via the radio.

Target group

The target group for this program will be women of all ages in Benalla. However, as the movie cinema only holds 290 people, the event will particularly target women experiencing disadvantage, as research shows that they are at an increased risk of family violence (VicHealth, 2009).

Needs assessment

The needs assessment that informs this project is in keeping with the larger community awareness campaign titled 'Family Violence. The Hume has had ENOUGH'. This program was further informed by the fact that Benalla was listed as one of the top 40 most disadvantaged places in Victoria in 2008 (Vinson, 2007). Women in Benalla are subject to further disadvantage the 2006 Australian Bureau of Statistics revealed. More than half of Benalla rural city women (56%) had a gross individual income of below \$400, compared to

38% of men who reside in Benalla (ABS, 2006). In 2006, 7% of births in Benalla were to women aged under 20, compared with 2.9% for Victoria. 6% of Benalla women have a disability (ABS, 2006). Social disadvantage marked by such factors as poverty, early motherhood and disability are all considered risk factors for family violence (VicHealth, 2007).

Theoretical models and frameworks

This project will utilise Social Learning Theory which is based on the understanding that individuals learn through a complex interaction with their environment (Nutbeam & Harris, 1999: 31). The projects aim to engage Benalla women in an understanding of the recent legislative reform through providing a safe, non-confronting space where specific messages can be heard. It is also hoped that because the event is women only, women can reflect and possibly discuss with one another the complex issue of gender based violence. The project will also utilise Social Marketing Theory. This theory engages a combination of theoretical perspectives and commercial marketing techniques to 'increase the acceptability of a social idea or practice in a target group' (Sutton, 1996: 1). Social Marketing Theory has been identified as an effective method of raising awareness and effectively communicating what behaviours are deemed abusive (Nutbeam & Harris, 1999: 49).

Evaluation framework

The evaluation framework for this campaign will consist of a process, impact and outcome evaluation. The process evaluation will measure the extent to which the target group was reached. This will be assessed by counting how many women attended. The impact evaluation will assess whether or not the projects objectives were achieved. This will include looking at factors such as the events accessibility to women and the projects ability to deliver family violence awareness material to those who attended. The outcome evaluation will assess whether women gained an awareness of family violence and an understanding of the recent legislative reforms. This will be achieved through gathering data via evaluations forms that women will be asked to fill out before they leave the event.

PROJECT PLAN

Project Title: Goulburn Valley Youth Forums

Goulburn Valley Family Violence Prevention Network

Introduction

The Goulburn Valley Family Violence Prevention Network (GVFVPN) will implement a community awareness project that will target young people who are of the age where they are experiencing peer pressure, entering into relationships and becoming sexually active. The project will involve two youth forums run by Shepparton's local service providers. The project aims to create awareness among young people of the issues promoted by the 'Family Violence. Victoria has had ENOUGH' campaign. In addition, it is intended that through the forums, young people will develop a familiarity with local service providers and therefore be more inclined to access these services when needed. Further, the project aims to highlight what behaviours constitute a healthy intimate relationship, so that young people are able to identify whether their relationships are positive or are in fact violent and harmful. This project will be funded by the GVFVPN.

The project summary

The project's goal is to create awareness among young people in the Shepparton area of what is a healthy and unhealthy relationship and what local support services are available.

Objective 1: To deliver information to young people in the Shepparton area about the types of behaviours that are deemed relationship violence and what constitutes a healthy relationship.

Strategy 1.1: To hold two forums each running for 1 and ½ hours.

- Each forum will commence with information about family violence and healthy relationships delivered by local healthcare professionals and possibly one prominent guest speaker.
- Next those attending the forum will break off into smaller groups that will be gender segregated and complete activities focusing on topics relating to family violence and healthy relationships. Each group will be facilitated by two local service providers.
- The forum will then break for morning tea.
- Following this, young people will gather in smaller groups for discussion and then bring their learnings back to the entire forum. There will be prizes (i.e. movie passes and vouchers to Time Out or Cyber Bunker) for young people who are contributing and thoughtfully engaging with the topic. Each forum will conclude with a performance from a local Shepparton band.

Strategy 1.2: At each forum bags containing health promotion material about healthy relationships, family violence and sexual and reproductive health will be distributed.

Objective 2: To inform young people in the Shepparton area of their local healthcare professionals and service providers.

Strategy 2.1: To have local healthcare professionals and service providers speak about family violence and healthy relationships at each forum. This will better ensure that young people are aware of the services that are available to them in the Shepparton area.

Strategy 2.2: To have smaller working groups at each forum so that young people are able to develop a familiarity with local service providers.

Objective 3: To implement an appropriate publicity strategy regarding family violence within the broader Shepparton community.

Strategy 3.1: Ensure that the project is promoted through media attention via local newspaper, radio and/or TV.

The target group

The target group for this project is young people from Mooroopna Secondary College, Notre Dame College, McAuley-Champagnet Programme, the Academy of Sport Health and Education, and The Bridge's Young Pregnant and Parenting program. Year 9 students (or the equivalent age) from these institutions will be specifically targeted as they are of the age where they are entering into relationships and becoming sexually active. Further, the desire to target specifically disengaged youth is based on the fact that young people with limited attachment to educational institutions and those experiencing social and economic disadvantage are at high risk of perpetrating or being subject to violence (VicHealth, 2007: 16).

Needs assessment

The needs assessment that informs this project is in keeping with the larger community awareness campaign titled 'Family Violence. The Hume has had ENOUGH'. This project was further informed by an expressed need from a Shepparton healthcare professional that emphasised that promoting healthy relationships among young people was of particular importance, given that Shepparton has one of the highest teenage pregnancy rates in Victoria. Data from the Department of Education and Early Childhood Development found there were 35.1 births per 1,000 females aged 15 to 19 in the City of Greater Shepparton during 2003 and 2004 (DEECD a, 2009: 1). This is compared to 19.0 births per 1,000 females aged 15 to 19 across Victoria for the same period (DEECD a, 2009: 1). The high teenage pregnancy rate is of concern, as certainly some teenage pregnancies are planned and wanted, many are the outcome of the complexities surrounding the negotiation of safe

sexual practices and/or difficulties associated with contraception availability, misuse and/or failure. Unwanted teenage pregnancies can also be the result of sexual coercion or violence. The teenage pregnancy rate in the City of Greater Shepparton is also problematic given that early motherhood is associated with increased risk of exposure to family violence and other risk factors, including poverty, poor physical and mental health, low educational attainment and social isolation (DEECD b, 2009:1).

Theoretical models and frameworks

This project will engage with the Elaboration Likelihood Model which is based on the premise that attitudinal and behaviour change occurs when people are motivated to hear a message, are able to understand that message and perceive that message as relevant to them personally (VicHealth, 2008: 16). The forums will be modelled on this theory, as they will attempt to convey that relationships violence is a significant issue for young people given that around one-third of all boys and girls who have dated have experienced physical violence in one or more of their relationships (Flood, 2008). The forums will also focus on providing those who attend with various strategies about how they can identify relationship violence and where to seek help and support. Social Planning Theory additionally informs this project as the forums will be expert driven, task orientated and solution focused (Croyle, 2005: 23). Social Marketing Theory is also engaged in the project component that focuses on implementing an appropriate publicity strategy around family violence within the broader Shepparton community. This project will utilise Social Marketing Theory, which adopts commercial marketing strategies, to create awareness of the changes brought forth by the *Family Violence Protection Act 2008*.

Evaluation framework

The evaluation framework for this campaign will consist of a process, impact and outcome evaluation. The process evaluation will measure the extent to which the project reached its target group, i.e. how many of the intended groups participated in the forums. The process evaluation will also include an examination of the quality and the appropriateness of the materials used in the forums, such as the information delivered by the speakers and ability of the service providers to engage young people in the smaller discussion groups. The process evaluation will also include the identification of enablers and barriers for a successful forum, so that these factors can either be enhanced or amended to better ensure the project achieves its objectives. The process evaluation will also examine the capacity of the key partners, such as network members and local service providers involved in the project, and their capacity to contribute in the development, planning and implementation of the project.

The impact evaluation for this project will measure the extent to which the project's objectives were achieved, for instance, was the project able to implement an appropriate media campaign. The outcome evaluation will assess whether the project goal of creating

awareness among young people in the Shepparton area of what is a healthy and unhealthy relationship and which local services can provide them with information and support was successful. This will be determined by utilising questionnaires to provide quantitative data about young people's awareness and understanding of family violence before and after the forum. If the project timeframe and budget allows, the most effective model of evaluation would involve the use of a control group in the form of another school, who could then be offered the intervention if the project was deemed successful. Qualitative data will also be used in the outcome evaluation. This will involve detailing the comments made when the groups come back and share their discussions with the entire forum. Furthermore, during the planning of the project, it is important to assess potential risks. Possible unintended impacts associated with implementing a project such as this one, is that there is a likelihood that some of the young people attending this forum may be experiencing violence. Hence, strategies that deal with this issue must be considered and addressed before the commencement of the forums.

PROJECT PLAN

Project Title: Family Violence Fact Sheets

Lower Hume Family Violence Prevention Network

Introduction

The Lower Hume Family Violence Prevention Network (LHFVPN) will implement a community awareness project that promotes family violence awareness throughout the Lower Hume region. The project will centre upon a series of fact sheets that will inform people about what family violence is, the impacts it has on individuals and the community and the recent legislative reforms of the *Family Violence Protection Act 2008*. The Lower Hume Network decided to produce fact sheets rather than run a community project, as the recent devastation caused by the Black Saturday bushfires had resulted in the network having limited capacity due to the increased workload of its members.

Project summary

The project's goal over a three month period is to raise awareness of family violence and the law reform in the Lower Hume community through a series of fact sheets.

Objective 1: Develop fact sheets relating to family violence.

Strategy 1.1: Develop a series of fact sheets in consultation with the Lower Hume Family Violence Prevention Network and other practitioners with expertise in this field. The facts sheets will cover:

- The legislative reform of the *Family Violence Protection Act 2008*
- Young people and children
- Bush fires
- Health professional, including GPs
- Women and families
- Men
- Maternal and child health

Strategy 1.2: Engage a graphic design company to illustrate the fact sheets.

Objective 2: Ensure the fact sheets are distributed throughout the Lower Hume region.

Strategy 2.1: Distribute the fact sheets to all family violence service providers, schools, childcare centres and other appropriate locations throughout the Lower Hume region.

Strategy 2.2: Implement an appropriate publicity strategy around the fact sheets. This will be done by engaging the media.

The target group

The community of Lower Hume will be the target group for this project. However, the fact sheets will be generic so that they can be used as a resource in other areas of the Hume region where appropriate. The fact sheets will display information for local services and state-wide Helplines, so that those experiencing violence who are in flux and are moving from their communities can access support and information if they are relocated.

Needs assessment

The needs assessment that informs this project is in keeping with the larger community awareness campaign titled 'Family Violence. The Hume has had ENOUGH'. This program was further informed by information from those on the network who have observed a sharp increase in family violence incidents. This is thought to be a direct result of the devastation and trauma associated with the Black Saturday bushfires.

Theoretical models and frameworks

This project will utilise a Community Education Model as it aims to engage the wider community of the Lower Hume region in an understanding of the recent legislative reform and promote discussion about the complex issue of family violence. The aim of the fact sheets is to educate the wider community of the adverse impacts family violence can have on individuals, families and communities. Communication Theory also informs this project. Communication Theory focuses on the ways in which messages are "communicated to and from intended audiences" (Croyle, 2005: 29) to promote health promotion messages. Such communication must be based on an ecological perspective and embrace multileveled strategies, targeting individuals, groups, communities and society more broadly (Croyle, 2005: 29).

Evaluation framework

The evaluation framework for this campaign will consist of a process evaluation and an impact evaluation. It is important to note, that this campaign will not include an outcome evaluation. This is due to the limited capacity of the Lower Hume network. Evaluating whether the project's goal of increasing awareness of family violence and the types of abuse that are deemed criminal among the population of the Hume region remains beyond the capacity of this project. The success of this campaign will be examined by assessing the process evaluation. This will include details of the quality and the appropriateness of the materials that will be developed and distributed, and the reach performance, that is

whether the fact sheets have been able to reach the intended target group. The process evaluation will also examine the capacity of the key partners involved in this campaign and how they contributed in the development, planning and implementation of the project. The impact evaluation for this campaign will measure the extent to which the project's objectives were successful.

PROJECT PLAN

Project Title: Creative Art Project for Wangaratta Youth

Wangaratta Family Violence Prevention Network

Introduction

The Wangaratta Family Violence Prevention Network (WFVPN) intends to develop a project that will engage young people from the age groups of 12-15 and 18-21 in a competition that through visual art, written work or musical compositions will explore the theme of survival in the face of violence. The project aims to create awareness among young people in the Wangaratta area of the issues promoted by the 'Family Violence. Victoria has had ENOUGH' campaign, which highlights the recent legislative reform of the *Family Violence Protection Act 2008*. The project will inform young people of the more covert forms of family violence and the types of behaviours associated with economic abuse and emotional abuse. This information will be disseminated to young people by way of a competition entry form. This project will be funded by the WFVPN.

Project summary

The project's goal over a three month period is to engage young people and the community of Wangaratta more broadly, in an understanding of family violence and what acts are deemed criminal under the *Family Violence Protection Act 2008*.

Objective 1: To deliver information to young people in Wangaratta about covert forms of family violence.

Strategy 1.1: To run a competition that engages young people's creativity and explores their understanding and experiences of violence and resistance. Each age group will have a first, second and third prize.

- For the age group 12-15, first prize will be a Hewlett Packard Computer Notebook valued at \$1349, second prize a \$100 gift voucher from Home Electrix and third place will receive a \$50 gift voucher from Home Electrix
- For the age group 18-21, first prize will be a \$1000 gift voucher from Home Electrix, second prize will be a \$500 gift voucher from Home Electrix and third place will receive a \$50 gift voucher from Home Electrix.

Strategy 1.2: To inform young people via the competition entry form of the behaviours associated with economic and emotional abuse.

Objective 2: To inform the wider community of Wangaratta about the *Family Violence Protection Act 2008* and what behaviours are now considered acts of family violence.

Strategy 2.1: Launch a community exhibition that is attended by young people and other community members.

- The community exhibition will function as a forum to showcase the young people of Wangaratta's artistic ability and provide an insight into young people's experiences of family violence.

Strategy 2.2: Have speakers give an address at the launch about family violence and the implications it has on young people and society more generally.

Objective 3: To implement an appropriate publicity strategy around family violence within the broader Wangaratta community.

Strategy 3.1: Ensure that the project receives local media attention.

Strategy 3.2: Ensure that the community exhibition receives local media attention.

The target group

The project will target young people of two age groups, that of 12 to 15 and 19 to 21 years of age. The project aims to engage young people of these age groups from Wangaratta's secondary schools (Wangaratta High School, Galen Catholic College, and Cathedral College), Goulburn Ovens Institute of TAFE, NESAY, Cooroonya Domestic Violence Services, The Centre, Alateen, Centre Against Sexual Assault and Wangaratta & District Support Group for Children with Special Needs. The project's target group also includes young people who are not connected with education institutions or support services. It is important to engage this group of young people, given that limited or no attachment to education, vocational training and/or employment is an established risk factor associated with victimisation and perpetration of family violence.

Needs assessment

The needs assessment that informs this project is in keeping with the larger community awareness campaign titled 'Family Violence. The Hume has had ENOUGH'. The project was further informed by the Hume region's *Benchmark Evidence Base for the Family Violence Service System 2008*. This data found that within the Hume region, 28% of victims of family violence were under the age of 25, whilst 30% of those perpetrating family violence were under the age of 25 (Victorian Government, 2008: 16). With such a high number of young people affected by family violence the WFVPN deemed it important to specifically target this group.

Theoretical models and frameworks

This project will draw on the Empowerment Model which encourages self-esteem and self-assertiveness among project participants (Katz & Pederdy, 1997; Bartholomew, 2006). Given that national statistics show 1 in 4 Australian children will witness violence perpetrated

against their mother or stepmother (NCRV, 2009: 4), many of the young people entering this competition will have been affected by family violence. The project aspires to give young people a 'voice' and a opportunity to express themselves through creative means, whilst validating their experiences and resistance.

This project, by way of the exhibition, will utilise a Community Education Model as it aims to engage the wider community of Wangaratta in an understanding of the recent legislative reform and promote discussion of the complexities of family violence. The exhibition will, in addition, educate the wider community of the adverse impacts family violence can have on young people and their sense of self. Indeed, creative art have a unique ability to reach people, especially when it is produced by young people.

Communication Theory also informs this project. Communication Theory focuses on the ways in which messages are "communicated to and from intended audiences" (Croyle, 2005: 29) to promote health promotion messages. This communication must be informed by an ecological perspective and embrace multileveled strategies, targeting individuals, the community and society as a whole (Croyle, 2005: 29). The project will engage Communication theory as the competition flyer will target individual young people, the exhibition will target groups within the Wangaratta community, whilst the media campaign will target the entire population of Wangaratta and the surrounding areas.

Evaluation framework

The evaluation framework for this campaign will consist of a process, impact and outcome evaluation. The process evaluation will measure the extent to which the target group was reached. This will be assessed by examining how many competition flyers were distributed to how many schools and service providers. The process evaluation will also measure how many competition entries were received in relation to how many estimated flyers were distributed and the attendance at the community exhibition. The impact evaluation will assess whether or not the projects objectives were achieved. This will explore the project's ability to deliver family violence awareness material to young people and the Wangaratta community more broadly. It will also assess whether an effective community exhibition was held and if the project was able to run a successful and informative media campaign.

The outcome evaluation will examine only competition participants understanding of family violence, as measuring change in awareness among the wider community remains beyond the capacity of this project. Measuring the outcome evaluation will be done through the use of both quantitative and qualitative methods. Quantitative data will be collected through a questionnaire on the entry form which will assess awareness of family violence pre and post competition. Young people's awareness of the array of complex behaviours that are deemed family violence will also be assessed through qualitative data from the competition entries i.e. through the creative material that they have produced.

PROJECT PLAN

Project Title: “Do you have an elephant in your room?”

Wodonga Integrated Response to Family Violence

Introduction

The Wodonga Family Violence Prevention Network (WFVFN) will implement a community art project that promotes family violence awareness in Wodonga. The project will centre upon a collection of fibreglass elephants that will be painted by a local artist and community group. The elephants will display messages in relation to covert forms of family violence, what constitutes a healthy relationship, and where the community can access help and support if they or someone they know is affected by family violence. It is proposed that each elephant will represent a covert form of family violence that is legislated in the *Family Violence Protection Act 2008* as a criminal offence (emotional abuse, economic abuse, and spiritual, racial and cultural abuse). One side of the elephant will focus on informing the community of covert forms of family violence and the other side will represent behaviours that are associated with healthy and respectful relationships. The information on the elephants will be modelled on the *Power and Control Wheel* and will be contrasted with information sourced from the *Equity Wheel*. This project will be funded by the WFVFN.

Project summary

The goal of the project over a three month period is to raise awareness of what types of behaviours are now deemed criminal offences under the *Family Violence Protection Act 2008*.

Objective 1: To engage a local community group through art in an understanding of what constitutes family violence.

Strategy 1.1: Involve a community group in designing and painting the elephants. It is intended that those who participate will develop a firsthand understanding of what is considered violence.

Strategy 1.2: To commission a local artist to work with the chosen community group. The artist’s role is to facilitate and direct the design of the elephants so that there is a consistent artistic vision and theme.

Objective 2: Display the decorated elephants as a visual art piece in the city of Wodonga.

Strategy 2.1: Display the elephants in a location where they can be viewed by the Wodonga public over a period of a couple of weeks. Possible locations include The Plaza food court, the Wodonga Library, outside the Wodonga Magistrates Court, the Wodonga Sports and Leisure Centre and Sumption Park. The aim of exhibiting the elephants as a visual art piece is for them to be prominent and become a community conversation starter. It is intended that the elephants will function as a means by which parents can begin to talk to their children about healthy and unhealthy relationships. Because the elephants will engage both the positive and negative dynamics of a relationship they will be more approachable, than if they were clearly identifiable as relevant only to family violence.

Strategy 2.2: Exhibit the elephants at a community celebration in the centre of town. It is proposed that this will take place on a Saturday, over the space of a few hours (11 a.m.- 2 p.m.), with a sausage sizzle, free giveaways of health promotion material and activities for children, including a colouring competition.

Strategy 2.3: Find a permanent space for the elephants to be displayed in Wodonga, similar to the fibreglass cows that reside in Shepparton. The elephants will be fibreglass making them durable and suitable for exposure to the elements. Therefore, in consultation with council, it will be possible for the elephants to become an enduring feature of the Wodonga cultural arts scene which can be updated with family violence messages when appropriate.

Objective 3: To implement an effective social marketing publicity strategy around family violence in the Wodonga area.

Strategy 3.1: Ensure that the painting of the elephants by a local artist and community group receives local media attention.

Strategy 3.2: Implement a media campaign engaging the tagline ‘do you have an elephant in your room,... home ... or community?’ The campaign will inform people about what the elephants symbolise, whilst creating awareness of the recent legislative reform and what behaviours are now deemed criminal acts of family violence. The tagline deliberately asks the community a question, in order to get them thinking about their own relationships and the relationships of those they care about.

The target group

The target group for this project is the community of Wodonga. Wodonga is situated on the Murray River and is the twin city sister to Albury in New South Wales. With a population in excess of 35,000 people, Wodonga is one of the largest regional cities in Victoria. The community of Wodonga was selected as the target group due to its large population and because it services more than 170,000 people. Subsequently, the project will have a substantial reach beyond the immediate Wodonga community (City of Wodonga, 2009).

Needs assessment

The needs assessment for this program was informed by the increasing recognition of the social, economic and health burden associated with family violence as stated in the *Victorian State Government Draft Plan to Prevent Violence Against Women*. The Plan highlights that at present there still remains a level of violence against women and their children that is unacceptably high (State Plan, 2009: 2). Over their lifespan, at least 1 in 3 Australian women will experience physical violence, whilst an estimated 1 in 4 Australian children will witness family violence perpetrated against their mother or stepmother (NCRV, 2009: 4). The State Plan maintains that to substantially reduce levels of family violence it is essential that prevention policies are coupled with community-based programs and strategies that engage education and promote equal and respectful relationships. The Plan also highlights five key settings for effective primary prevention, two of which are:

- Local Government, Health and Community Services and;
- The Media, Arts and Popular Culture.

The project is in effect modelled on these recommendations as it is community based and aims to create awareness of family violence in Wodonga through visual art and a media campaign, whilst also promoting healthy relationships and non-violent norms.

This project was also shaped by an expressed need from a Wodonga Domestic Violence Outreach Worker. This worker on average receives 25 family violence faxes per month from police in the Upper Hume region. On top of this, this worker counsels and supports approximately 15 women who are experiencing family violence, whilst between 10 and 20 women remain on the waiting list at any given time. Similarly, the Albury Wodonga Women's Refuge identified that each year they are providing services for approximately 600 women and children who are experiencing family violence. Whilst these numbers are alarming, arguably they are just the 'tip of the iceberg' as the social stigma associated with family violence means many women do not engage with support services or report incidents to the police.

Theoretical models and frameworks

The project will adopt the Community Education Model as it aims to engage the wider community of Wodonga in an understanding of the recent law reform and promote violence awareness. The project will also utilise Social Marketing Theory. This theory engages a combination of theoretical perspectives and commercial marketing techniques to 'increase the acceptability of a social idea or practice in a target group' (Sutton, 1996: 1). Social Marketing Theory has been identified as an effective method of raising awareness and communicating the need to change attitudes that condone or excuse family violence (Nutbeam & Harris, 1999: 49).

The media campaign for this project will centre upon the Community of Responsibility Model. This model is based upon the notion that everyone in the community has a role to play in ending family violence (VicHealth, 2008: 18). The media campaign will not only raise awareness of what behaviours constitute family violence, but will also reinforce to the community that everyone has a positive role to play in keeping women and children safe. The Community of Responsibility Model moves away from focusing on men as possible perpetrators and women as possible victims of family violence, and instead engages the community as potential bystanders who need to be responsible and accountable in taking action if confronted with family violence. Research shows that this approach is highly effective in bringing about social change, as it limits the focus on the individual and therefore decreases defensive resistance (VicHealth, 2008).

Evaluation framework

The evaluation framework for this project will involve a process, impact and outcome evaluation. The project's success will be measured by a process evaluation that will examine indicators such as the extent to which the target group was reached. For example, were the elephants able to be positioned in locations where they could be seen by a large proportion of the Wodonga community. The process evaluation will also examine the capacity of the key partners involved in this campaign and their contribution in the development, planning and implementation of the project. In addition, the process evaluation will identify enablers and barriers to a successful program, so that these factors can either be enhanced or amended to better ensure the project achieves its objectives.

The impact evaluation for this campaign will measure the extent to which the project objectives were achieved. Whether or not an effective social marketing campaign was achieved will be monitored by the quality and the appropriateness of the media materials produced. That is whether the material has been able to reach the Wodonga community. The impact evaluation will also include monitoring media distribution. For instance, how many people read the newspapers which presented the campaign's social marketing material. The impact evaluation will also consider whether the objective of engaging a local community group through art in an understanding of what constitutes family violence was met. This will be achieved through participant observation and a questionnaire that will be distributed to those who took part in the design and painting of the elephants. This will provide quantitative and qualitative before-and-after data about whether an increased awareness of family violence could be noted.

Due to the limited financial resources allocated to this project, conducting the outcome evaluation will involve an informal targeted approach rather than trying to assess whether the project was able to reach its goal of raising awareness of family violence throughout the entire city of Wodonga. The outcome evaluation will involve asking those who attend the

community celebration whether they were aware of the significance of the elephants and what they symbolised.

PROJECT PLAN

Project Title: 'Family Violence. The Hume has had ENOUGH'

The Integrated Family Violence Services

Introduction

The Integrated Family Violence Services (Hume region) aims to develop a community family violence awareness campaign titled 'Family Violence. The Hume has had ENOUGH.' The project aims to create awareness of the issues promoted by the 'Family Violence. Victoria has had ENOUGH' campaign, which highlights the recent law reform of the *Family Violence Protection Act 2008*. This legislation recognises that emotional abuse, economic abuse, and religious, spiritual and cultural abuse perpetrated by a family member or someone in a family-like relationship against another person are criminal acts of family violence. A message the campaign intends to bring forth to the wider community. In conjunction with this broader social marketing campaign, the Family Violence Prevention Networks (FVPN) will develop, plan and implement six local community awareness projects that will engage Benalla, Wangaratta, Wodonga, the Goulburn Valley, Lower Hume, and the Alpine area.

The project summary

The goal of the campaign over a six month period is to raise awareness of family violence throughout the Hume region in relation to the types of abuse that are deemed criminal under the *Family Violence Protection Act 2008*.

Objective 1: To implement an effective social marketing publicity strategy for the 'Family Violence. The Hume has had ENOUGH' campaign within the Hume region.

Strategy 1.1: To have a launch of the 'Family Violence. The Hume has had ENOUGH' campaign that is attended by community members and service providers.

Strategy 1.2: To ensure that the campaign receives media attention and the types of violence deemed criminal are communicated via local newspapers and the radio.

Strategy 1.3: To ensure that each local project receives media attention.

Objective 2: To promote the 'Family Violence. Victoria has had ENOUGH' campaign throughout the Hume region.

Strategy 2.1: To distribute the 'Family Violence. Victoria has had ENOUGH' campaign's promotional material throughout the Hume region. This includes posters, information pamphlets and stickers.

Strategy 2.2: To distribute the ‘Family Violence. Victoria has had ENOUGH’ campaign’s promotional material to members of the six FVPN.

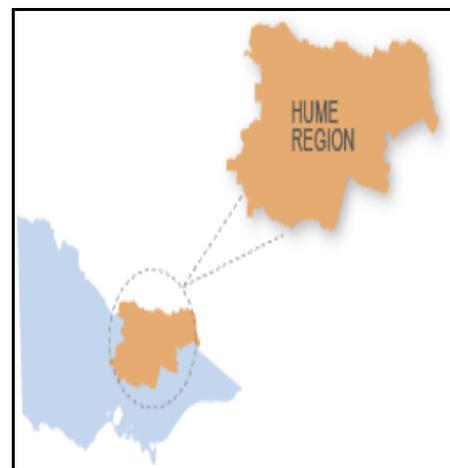
Objective 3: To engage members of the six FVPN in the ‘Family Violence. The Hume has had ENOUGH’ campaign.

Strategy 3.1: Engage the FVPN in the development, planning and implementation of the localised projects.

Strategy 3.2: Hold a family violence event with expert guest speakers that will be attended by members of the FVPN.

The target group

The target group for this campaign is the community of Victoria’s Hume region, which has a population of more than 250,800 people (DHS, 2009: 1). The Hume region consists of 40,427 square kilometres of rural north-east Victoria and is around one fifth of the state (DHS, 2009: 1). While the social marketing campaign aims to engage the entire Hume region, the localised projects will target the larger centres of Seymour, Shepparton, Benalla, Wangaratta, Wodonga and Myrtleford.



Needs assessment

The needs assessment that informs this project is the increasing recognition that family violence is a prevalent social problem that is also preventable. Over the lifespan at least 1 in 3 Australian women will experience physical violence, while 1 in 5 women will be subject to sexual violence, usually at the hands of their intimate partners (NCRV, 2009: 4). An estimated 1 in 4 Australian children will witness violence against their mother or stepmother (NCRV, 2009: 4). The adverse health implications of family violence are profound, with research identifying that family violence is the leading risk factor for the development of poor mental and physical health, disability and premature death among Australian women aged 15-45 (AIA, 2006: 1).

Further informing this project is the research undertaken by VicHealth (2006) that found a large proportion of Victorians do not recognise the serious nature of non-physical acts of family violence. Such findings directly inform this project, as this campaign aims to create awareness throughout the Hume region that non-physical forms of violence are indeed detrimental to the health and wellbeing of women and children and are now criminalised. This campaign is further informed by the Hume region’s *Benchmark Evidence Base for the*

Family Violence Service System 2008 which indicated the pervasiveness of non-physical acts of family violence in north-east Victoria. The benchmark data for the Hume region found that in relation to the classification of incidents by most serious feature, 48% of family violence incidents reported to the police were emotional or verbal abuse (Victorian Government, 2008: 10). This evidence clearly illustrates the prevalence of non-physical forms of violence in the Hume region, and thus the need for this campaign to convey to the community the recent law reform and the types of covert behaviours that are now deemed criminal acts.

Theoretical models and frameworks

The project employs Social Marketing Theory, which engages a combination of theoretical perspectives and marketing techniques and is perhaps best described as "the design, implementation, and control of programs seeking to increase the acceptability of a social idea or practice in a target group" (Sutton, 1996: 1). Social Marketing Theory will be utilised by this campaign to convey the legislative reform of the *Family Violence Protection Act 2008* and the specific behaviours that constitute family violence. This campaign will also utilise the Community of Responsibility Model which is founded on the premise that everyone in the community has a role to play in ending family violence (VicHealth, 2008: 18). The project aims to reinforce to the community that everyone has a positive role to play in keeping women and children safe from family violence. The Community of Responsibility Model moves away from focusing on men as possible perpetrators and women as possible victims of family violence, but rather engages the community as potential bystanders who need to be responsible and accountable in taking action if confronted with family violence. It has been argued that this approach is highly effective in bringing about social change as it focuses on community norms and social action rather than individuals therefore decreasing defensive resistance, focusing rather on (VicHealth, 2008).

Evaluation framework

The evaluation framework for this campaign will consist of a process evaluation and an impact evaluation. It is important to note, that this campaign will not include an outcome evaluation. Such is the case, as due to the limited finance and resources allocated to this project, evaluating whether the project's goal of increasing awareness of family violence and the types of abuse that are deemed criminal among the population of the Hume region, is beyond the capacity of this project.

The success of this campaign will be examined by assessing the process evaluation. This will include details of the quality and the appropriateness of the media materials that will be developed and distributed, and the reach performance, that is whether this material has been able to reach the intended target group. The process evaluation will also include the identification of enablers and barriers to a successful program, so that these factors can either be enhanced or rectified to better ensure the project achieves its objectives. The

process evaluation will also examine the capacity of the six FVPN to contribute in the development, planning and implementation of the local projects.

The impact evaluation for this campaign will measure the extent to which the project objectives were successful. Whether or not an effective social marketing campaign was achieved will be monitored through the tracking of promotion material distributed and displayed. For instance, how many ENOUGH campaign posters, information pamphlets and stickers were circulated and how many posters were displayed. The impact evaluation will also include monitoring the distribution of the media material produced, for example how many people read newspapers which presented the campaign's social marketing material. Within the evaluation framework it is essential to examine the possible unintended impacts of this campaign. With a community campaign of this scale it is likely that perpetrators and victims of family violence will be reached. Therefore, it is imperative that with any material produced has information regarding where people affected by family violence can access help and support.

PROJECT EVALUATION

Project title: Benalla Women's Day Out.

Benalla Family Violence Prevention Network

Introduction

On Sunday the 1st of November 2009, the Benalla Family Violence Prevention Network (BFVFN) hosted the Benalla Women's Day Out. Approximately 130 women of all ages attended the event which was held at the Benalla Performing Arts and Convention Centre (BPACC) from 1 p.m. until 3:30 p.m. At the event women were treated to a free movie afternoon where the remake of *FAME* (rated PG) was shown.

The planning stage

The BFVFN agreed at its meeting on the 16th of July that their "Family Violence. Victoria has had ENOUGH" project would specifically target women in the Benalla area. It was decided by the 10 members in attendance, that the proposed project would involve the network putting on a women's only free movie event at BPACC. It was at this meeting that the planning group for this project was formed. Following the network meeting, the Regional Integration Coordinator and the project officer attended BPACC to establish whether it would be feasible to have such an event, the costs involved and potential movie options. Possible dates offered, included the evening of Thursday the 29th October, Friday the 30th October or the afternoon of Sunday 1st November. It was confirmed that the network would be charged per woman that attended and that the remake of *FAME* would be a possible movie option.

At the first planning group meeting discussion focused on outlining the project objectives. This included the network's aim of bringing women of all ages together for a pleasurable afternoon out, whilst ensuring they received information about the changes created by the *Family Violence Protection Act 2008* and how to access help and support in their local areas. Discussion also centred on the need for the network to remove barriers that would impact on women attending. These included cost, transport and the difficulties many women experience in relation to accessing childcare. Use of the Benalla Welcome Bus was to be followed up as a means of transporting women and their children, and childcare workers who would provide the crèche on the day. It was also established that there would be no cost associated with the event. It was thought that by making the day free and accessible women in Benalla who were experiencing the greatest disadvantage and therefore are at an increased risk of experiencing family violence, would be in a better position to attend.

During this meeting it was also decided that the event would be held on Sunday the 1st of November.

After the initial decisions were made by the planning group, the majority of the event's organisation was done by the project officer via email and phone conversations with network members and staff from BPACC. A network member representing the Rural City of Benalla arranged a meeting between the project officer and the Council's Family Day Care coordinator. During this meeting it was established that the project officer would need to contact the Department of Education and Early Childhood Development to ascertain whether a licence was required to offer childcare at the event. The project officer contacted the department and was told that as there was no fee for the movie or childcare, the crèche was not required to have a license. In addition, as the Welcome Bus was not available the project officer hired a 12 seater mini bus from Benalla Bus and Coach Lines for transportation.

Three weeks before the event, BPACC confirmed that FAME would be available for screening. Although the project officer had designed the tickets that would be released to the public, the advertising material such as posters, media releases and the ads for school newsletters, this material couldn't be circulated until the movie was confirmed. This delay had implications as the event only received two full weeks publicity. Subsequently, the project officer decided to organise a 2,000 pamphlet mailbox drop so that the event would receive more exposure.

The day following the confirmation of FAME, the second and last planning group meeting was held. As discussed in the previous planning group meeting, tickets would be available for collection at Delatite Community Care, Benalla West General Store, Bendigo Bank or via the post on request. During this meeting, tickets, posters, and flyers advertising the event were distributed to network members to forward on. The project officer also informed those present, as stated on all promotional material, that women were required to book both transport and childcare the Thursday before the event. This process was put in place so that the number of childcare workers required could be confirmed in advance and if needed a further bus could be hired. This was particularly important given that it was a long weekend. During this meeting it was decided that Susie Reid the Executive Officer of Women's Health Goulburn North East would open the event with a speech thanking women for attending and briefly explaining the purpose of the afternoon.

One of the leading contributors to the success of this project was the female representation from Benalla Rural City Council, Upper Murray CASA, Delatite Community Care, Department of Education and Early Childhood Development, the Victoria Police and Women's Health Goulburn North East, in the planning group meetings and at the event. The diverse representation provided local knowledge and an immense resource base that was a key factor in the success of this project. For example, workers that provided the free childcare

were organised directly through Council. While the member from the Department of Education organised advertising of the event in numerous school newsletters.

In the two weeks leading up to the event, organisation continued between the project officer and BPACC. It was agreed when hiring BPACC that the network could have full access and control over the pre-movie advertising free of charge. Showing material that was relevant to family violence and women's health more generally was made possible via a PowerPoint presentation created by the project officer. This presentation was simply uploaded onto the BPACC projection equipment and played as the pre-movie advertising. Moreover, in the initial stages of organising the event, it was established that BPACC would be a women's only space. This was important as the afternoon had been advertised as a women's event. While organising front of house staff was not complicated, BPACC only had male projectionists who at times must be seen by the public. However, through planning and sensitivity on the part of BPACC, this request for a women's only space was achieved without difficulty.

Evaluation method

The approach used to evaluate the Benalla Women's Day Out was two fold. Women were asked to fill out an evaluation form asking three key questions before they left the event. 51 women responded via the evaluation form. Many did not answer all three questions. It was also discussed at a planning group meeting, that there needed to be a more informal method of evaluation. An informal method of evaluation was achieved through a large question board which women who hadn't completed an evaluation form, were asked to engage with before leaving. Women were required to tick one box out of four options. The board read:

"Benalla Women's Day Out was...."

- Great, I really enjoyed it
- Good
- OK
- Could have been better

26 women responded that the event was "Great, I really enjoyed it" and 4 responded that the event was "Good". In total feedback was received by 81 of the 130 women who attended.

Process, impact and outcome evaluation

The process evaluation for this project aimed to measure the extent to which the target group was reached. In total 130 women attended the event. Whilst the network was extremely pleased with this turnout, the cinema seats 280 people. Arguably the choice of date, which fell on the weekend of the Wangaratta Jazz Festival and what is often a long

weekend for many people due to Melbourne Cup Day, proved to be a limitation associated with the project. While the planning group was fully aware of this, it decided that the date was appropriate because the target group was Benalla women experiencing disadvantage. The assumption being that disadvantaged women would be less inclined to travel as a consequence of limited resources. While this may be true in some instances, given that any woman can become a victim of family violence regardless of her race, ethnicity, age, ability, socio-economic status, or geographic location, holding the event on a different weekend would have perhaps made it more accessible to more women from a diversity of backgrounds. A further unforeseen complication associated with this project was on the Thursday before the event an anonymous group distributed material around Benalla claiming that a staff member of BPACC was a perpetrator of sexualised violence. While the event went ahead, the implications this had in relation to women's attendance are unknown but are somewhat problematic.

The impact evaluation for this project aimed to assess the extent to which all three project objectives were achieved. The first objective was to have women of all ages attend the event. The planning group worked to achieve this by removing barriers for women such as cost, childcare and transport. Women were provided with free entry to the movie, their choice of food or beverage from the kiosk, access to free childcare for children under 8 and free bus ride to and from BPACC within Benalla. Children between the ages of 8 and 15 were able to attend the movie with an adult. This allowed women to bring their older children and grandchildren. Indeed, whilst more women could have attended the event, the aim of having a diversity of ages represented was certainly achieved. The spectrum of ages included girls in their early teens to women in their eighties, whilst in some instances three generations of women attended the event together.

In response to the evaluation question:

1. "What did you enjoy about the Benalla Women's Day Out?"

The overwhelming majority of comments, that is 25 out of 50 that responded to this question, related to spending time with a diversity of women.

"I loved seeing the range of women."

"It was great to share time with family and wonderful friends."

"Social interaction with other women. Great mother and daughter time."

"It was great to get out with mum, sisters and friend."

"Being with lots of other women."

"Spending time with other women without children."

"A great day out with friends and its great to celebrate women."

"The whole idea of bringing women together."

"It was great to be with all the ladies."

"Fantastic, I loved it and I think my girls loved it. I cant wait until the next one."

"That it's just for women."

"Good to celebrate WOMEN."

"I think these events are wonderful and there should be more of them."

"It was great to get out with Mum, sisters and friend. Excellent to have childcare available."

"Thankyou very much, it was great to share time with family and wonderful friends. Women are really special."

10 of the 50 women's responses related directly to how much they enjoyed the choice of the film:

"It was great, I had heaps of fun 😊. The movie was spectacular, free stuff- just spells awesome. Thank you so much."

"Fame- Great."

"Good idea. Movie was great. Should be more."

"Film- light-hearted and enjoyable, ice-cream. A few hours of enjoyment for us ladies."

"Great movie. Enjoyed the film and the company."

10 of the 50 responses related to how relaxing the afternoon was or thanks for arranging such an event.

"It was a nice relaxing afternoon."

"Great day, thankyou."

"Had a great relaxing time."

"Thanks so much. We really enjoyed the day. Keep spoiling us!"

The remaining 5 responses related to the event being gender specific, informative, free and opportunity for social interaction.

"It was great to get out and away from everything for me. Thanks"

"Nice to be without men around."

"A chance to get out of the house without the kids."

"It was good not to be asked for money."

"Great, informative, enjoyable. Good to hear about what is available for women's health."

The second objective and also the outcome evaluation for this project was to engage a group of women in an understanding of what constitutes family violence. This objective was to be achieved through two key strategies. The first of which involved arranging the pre-movie advertising so that promotional material about family violence could be shown to women. Before the movie commenced a series of adverts associated with the ENOUGH campaign and the types of behaviours deemed criminal acts of family violence were aired. A variety of other women's health related ads were also shown. The idea behind this was that the family violence information would be less confronting if shown with other more general health advertising and therefore enhance the likelihood that women would process the information. Women also received health promotion packs which contained information about family violence, the recent legislative reform and service providers in the Benalla area that they could read through in the privacy of their own homes. Ms Reid also opened the event with a speech which was further used as a tool to inform women about the legislative reform around the *Family Violence Protection Act 2008*.

Evaluating if women were engaged in an understanding of family violence is complex, given that the event was marketed specifically as an enjoyable afternoon out for women, rather than a family violence awareness project. Because of this, the evaluation form asked women the more general question of:

2. "Did you learn anything about women's health, wellness and safety?"

Two thirds of the women that responded to this question said yes (22 from 33 respondents). However, many did not elaborate as to what they learnt. Of those that did, knowledge was gained around *"what's (services) out there"*, *"the importance of pleasure...relaxation and...self care"*, *"connectedness (to other women)"* and the new Gardasil cervical cancer vaccine. Of those who filled out an evaluation form only 4 women responded that they learnt nothing, one stating this was due to the fact that she worked in the health field. The remaining 7 women stated that they believed they would learn something after reading their health packs at home. One woman stated that the *"handouts were a good idea- you can learn at leisure."* As most of the family violence information was provided to women to read at home, on reflection, a more effective method of evaluating whether women gained information about family violence may have been to put evaluation forms in their health packs with a prepaid, self-addressed envelope for women to return at a later date.

The third question asked on the evaluation form was:

3. “What do you think we could have done better?”

Of the 35 women that provided a written response to this question, 18 responded “nothing”, with many elaborating that it was “great”, “fantastic” or “perfect, change nothing”. 10 responses requested more information about women’s health issues and available services, 4 respondents wanted “more days like this one” and the remaining 3 comments were in relation to the cinema being too cool. It was discussed in detail with the planning group the need to balance between providing women with family violence information and ensuring the event was pleasurable. The learning from women’s comments was that information about health, wellbeing, and safety was sought after by many.

The third project objective was to implement an effective media publicity strategy. This was achieved through a write up in the Benalla events calendar in the *Ensign* and the *Mansfield Courier* advertising the project. 2,000 pamphlets were also dropped in Benalla letter boxes advertising the event. The event was also promoted in 10 local school newsletters. Posters advertising the event were placed at the Benalla Bendigo Bank, Delatite Community Care, Benalla West General Store, Waminda Community house, Safeway, Coles, Millers Store, Foodworks, and IGA. Women were able to pick up tickets from Bendigo Bank, Benalla West General Store, Delatite Community Care or have them posted to them on request before the event. Many elderly women utilised this option. A limited number of tickets were also provided at Waminda and Coinda Village to be handed out to women who engage with these services.

Conclusion

As a consequence of the immensely positive feedback, the Benalla network decided to make the Women’s Day Out an annual event. As discussed at the network’s November and December meeting, next year the improvements some women suggested in relation to providing more information about health, wellbeing and safety will be a focus. Indeed, what was most evident in the qualitative data provided by those that attended was that women really enjoy the opportunity to spend time with other women at an event which was both free and accessible. Furthermore, the women’s only space provided by this event is seemingly a ideal opportunity to discuss women’s issues such as the complex topic of gender based violence.



PROJECT EVALUATION

Project title: Goulburn Valley Youth Forums

Goulburn Valley Family Violence Prevention Network

Introduction

The Goulburn Valley Family Violence Prevention Network's (GVFVPN) violence awareness project involved the implementation of three interactive youth forums with young people from Shepparton and Mooroopna. The forums, which were rolled out on Wednesday the 4th of November, successfully started a conversation with just over a 310 young people about the gendered and complex phenomenon of intimate partner violence. The first forum was presented to 130 year 9 boys from Notre Dame College. The second forum involved 50 young people from Berry Street, McAuley-Champagnat Programme (MCP) and the PATS support program.¹ And the third forum engaged 130 year 9 students from Mooroopna Secondary College.

The planning stage

At the network's June meeting a project brief highlighted the aims of the 'Family Violence. Victoria has had ENOUGH' campaign was put forward and opened up for discussion. While no decision was made during this meeting about the direction of the project, a planning group was formed.

Prior to the first planning meeting, a network member emailed a project proposal to the project officer, part of which read:

"I would like to propose that we do something that represents key service providers in our area and we simply do a family violence presentation with any group or organisation that is identified as one of high need... My feeling is that any group where young people are entering into relationships, becoming sexually active or likely to be experiencing great levels of peer and social pressure are good targets."

This suggestion was presented at the first planning meeting. All those in attendance agreed that the project would centre upon violence awareness forums targeted at disadvantaged youth. Also discussed at this meeting, was that a teacher from Notre Dame College had

¹ PATS is a peer support program which aims to provide young people who have parents with mental health issues.

made contact with Relationships Australia Shepparton² to request assistance in rolling out a healthy relationships activity for his male year 9 students. Given this interest, it was decided that Notre Dame would be invited to participate in the network's project. The need to include Mooroopna Secondary College, given the high number of disadvantaged young people who attend the school, was also raised and agreed upon during this meeting.

During the second planning group meeting, discussion centred upon the project's target group and who else would be asked to participate. Taking into account Notre Dame College and Mooroopna Secondary College, the decision was made to invite a further six groups to take part in the forums, all of which offered programs to young people deemed high risk and/or high need. This included Berry Street's Leaps and Bounds Program, MCP, Rumbalara's Youth Justice Program, The Bridge's Young Pregnant and Parenting group, the PATS program and young people under the age of 21 from ASHE.³ In the course of this meeting, a network member who had a relationship with MCP volunteered to speak with them about their involvement in the project and in addition, the possible use of their school hall as a forum venue. Another network member who had a well established relationship with Mooroopna Secondary College through implementing *Real Life*⁴ suggested that she would invite them to participate, while it would be the responsibility of the project officer to invite the remaining groups. It was also agreed at this meeting, that the project would involve running two forums, each an hour and a half in duration.

The third planning group meeting was cancelled due to the inability of network members to attend on the day. Prior to the fourth planning group meeting, the project officer made contact with the two network members who had agreed to make contact with MCP and Mooroopna. While both education institutions had been approached, their involvement in the forums was still in its negotiation stage. Due to increased work commitments of the network members with an affiliation with MCP, the project officer was provided with the necessary contact details to continue the consultation process. The project officer subsequently telephoned MCP's Pathways Manager, who expressed a keen interest in participating in the project. Following this conversation a courtesy email outlining the forum's aims and objectives was sent by the project officer. The manager's reply detailed a series of questions. For instance, would MCP students who don't wear school uniform and who are disengaged with mainstream schooling be included with young people from conventional education institutions such as Notre Dame College. If so, this could cause disruption as MCP students "would feel uncomfortable and intimidated". MCP's manager

² Relationships Australia Shepparton is a member agency of the Goulburn Valley Family Violence Prevention Network.

³ ASHE stands for the Academy of Sport, Health and Education which is an education institution predominantly for Indigenous Australians.

⁴ *Real Life* is a Women's Health Goulburn North East's violence awareness project implemented in schools by teachers and service providers.

also proposed that a shorter forum may be more appropriate. These concerns were taken into account, with the project officer deciding that the forums would be an hour in length and that young people from MCP, Berry Street, Rumbalara, PATS, ASHE and The Bridge would be invited to attend to same forum given that they had similar needs.

At the fourth planning group meeting, which had considerable attendance, the date the forums would occur was locked in as the 4th of November. With this decided, it was agreed that the project worker would send out an email invitation to all group managers, coordinators and teachers, after which a follow up call would be made. It was also decided that following the October network meeting, a one and a half hour planning group meeting would be held to establish the forum's content and the running sheet for the day. The project officer subsequently sent an email to the network and local youth agencies that were not represented on the network inviting them to participate in the forum planning and implementation. It was hoped that this process would allow for greater ownership over the project by service providers as they would have been directly involved in developing the forum content whilst outlining the extent to which they wanted to be involved on the day. The project officer felt this was particularly important, given that a network member had privately stated to her that there would be difficulty getting network members to participate in a project they had not been involved in planning.

The day after the participant invitation was emailed out, the project officer received a call from the Notre Dame teacher confirming their attendance and stating how pleased they were to be asked to participate. He also stated that the school's Starkie Hall could be used as a forum venue free of charge. In the week following, MCP, Berry Street, PATS and Rumbalara confirmed that they would be participating in the forums. ASHE verified that they couldn't attend due to a school excursion on the same date. The Bridge's Young Pregnant and Parenting group also declined, as the forum date clashed with their neonatal class and because of the complexities of childcare arrangements for the young people in their group. During this time, the project worker was informed that Mooroopna would also be participating in one of the forums. As per the instructions of the network member who had been conversing with Mooroopna, the project officer sent a letter thanking Mooroopna's Wellbeing Coordinator, for the school's support. This letter was taken as being "a bit pushy and pre-emptive" as the Welfare Coordinator was under the impression that the project was still in its planning stages and that the school would have input and involvement in the forum content and delivery.

This situation highlights difficulties and limitations associated with the project. Due to the project's limited timeframe, the encroaching end of school year and the fact the project officer was engaged with five other projects, allowing key partners to participate in developing the forums was unachievable. Also, the forums were to be expert driven by service providers with the specialised skill set in an understanding of the gendered power

dynamics of gendered based violence. Hence, the forums were being offered to groups rather than developed with them. The project officer later rang Mooroopna's Welfare Coordinator apologising for the misunderstanding. This apology was accepted as it was concluded that through the lines of communication there was a misinterpretation as to how the project was to be developed and later rolled out. This situation highlights the complexities of negotiating such projects. Whilst utilising pre-existing relationships can be extremely effective in project development, communicating through a third person can cause complications.

The planning meeting which was held to determine the forum content was attended by 11 network members, all of whom were direct service providers in the Goulburn Valley area. The aim being that as many service providers had input into the forum's content so that they could have ownership of the project. A further 9 service providers, the majority of which were network members, made the commitment to assist in facilitating the forums. Though, due to prior work obligations were unable to attend the planning meeting. During this meeting, it was agreed that the forums needed to be as interactive as possible. After much discussion, it was agreed that the forums would centre upon two scenarios which would be acted out by service providers, which would then become the focal points for facilitated discussion in smaller groups. The dialogue to be performed in the scenarios was also written and agreed upon during this meeting. The project officer later typed up the forum's running sheet and script, which was then emailed out to all those that attended the planning meeting to ensure that it was indicative of what was decided upon. Following this, the running sheet and script was then emailed out to teachers, managers and coordinators of the youth group attending to ensure that the content met their approval. No changes were required.

Three days before the forums were to be rolled out the project officer rang all groups to confirm attendance numbers. Rumbalara stated that unfortunately the Youth Justice Group was unable to attend due to a prior arrangement. The project officer also discussed with teachers and coordinators that health promotion packs, which contained condoms as well as respectful relationships information, safe sexual practices and local, state-wide support services among other information, would be handed out to all those participating. Distributing a condom in each bag was labelled "provocative" by Notre Dame and Mooroopna, as both schools felt that parents would not approve. Given that MCP is an initiative of Notre Dame College, the Catholic Education Office and Brayton Youth Services, condoms were also removed from the bags handed out in the second forum. Consequently, the day before the forums, condoms and lubricant were removed from all 310 health promotion packs.

Evaluation method

The evaluation tool for this project was developed by the project officer, as no definitive decision was even made about how to evaluate the project during the planning group meetings. Near the end of each forum, in their smaller discussion groups, young people were asked:

1. Was this a useful way to present this topic?
2. What did you learn about violence in dating relationships?

Young people's responses were then recorded on butcher's paper.

Process, impact and outcome evaluation

The process evaluation for this project examined the quality and the appropriateness of the material used in the forums. After the forums each teacher or coordinator was sent an email thanking them for participating and allowing us the opportunity to work with them. The feedback was immensely positive:

- The PATS Coordinator said that she would "like to see another of its kind soon."
- The teacher from Notre Dame said that he felt his boys really got a lot out of the forum.
- The Coordinator of Berry Street's Leaps and Bounds program said the forum had been tailored extremely well to the needs of their young people, in the sense that it was visual and the topic that was acted out in the role plays was really relevant as they have had issues around texting used as a form of violence.
- Mooroopna's Welfare Coordinator said the forums success was a testament to the skill base of those who facilitated, as it was clear "that everyone knew their stuff."
- MCP Pathways Manager said that "she heard the forum was a success (from the teachers who attended)." She also stated that MCP does regular forums, workshops each year and was wondering if the network would be interested in working in partnership with them to run more forums next year.

The impact evaluation for this project measured the extent to which the project objectives were reached. The first objective, and also the outcome evaluation measure for this project, was to start a conversation with young people about what is considered violence. This includes non-physical forms of abuse and controlling and coercive behaviours. The aim being that this would enable young people to be in a better position to identify abusive behaviours in their own relationships. This objective was achieved by way of the scenarios which were acted out during the forums. The two role plays focused on the coercive and controlling behaviour, rather than overt physical violence, of one young man acted out against his girlfriend and the collusion of his friend in his abusive behaviour. The script was as follows:

First scenario

- Hamish: *"Hey Ken you wouldn't believe the party I was at last night."*
- Ken: *"Yeah heard it was wild."*
- Hamish: *"Mate it was off the chart."*
- Ken: *"Did Karli go with you?"*
- Hamish: *"Of course she did, she goes where I tell her to go."*
- Ken: *"Yeah."*
- Hamish: *"Yeah. And this is what I got her to wear later when we got back to my place...if you know what I mean (snigger, snigger)."*
Hamish holds up his mobile phone and shows Ken the (pornographic) photos he has taken of Karli.
- Ken: *"How did you get her to wear that?!"*
- Hamish: *"She had no choice, I decide."*
- Ken: *"Send me a copy would ya?"*
- Hamish: *"Nah, I'll just post it on facebook, you can see it there."*
- Ken: *"Does Karli know you're going to post them? I reckon she'd be pretty cut about that."*
- Hamish: *"Who cares what she thinks, I don't!"*

Second scenario

- Ken: *"So are they the only photos you've got? Or have you got more?"*
- Hamish: *"Heaps. You wouldn't believe how many."*
- Ken: *"So tell me again how you got Karli to wear that and how you got her to do those photos."*

Hamish and Ken's conversation is interrupted by the entry of Hamish's girlfriend Karli.

- Karli: *"Hi guys, how's things going? What are you looking at?"*
- Hamish: *"Nothing. Nothing, that's got anything to do with you."*
- Ken: *"Hey Karli, you were looking fine last night."*
- Karli: *"What do you mean? What are you talking about?"*
- Ken: *"I've seen the photos of you, Hamish showed me."*
- Karli: *"What are you talking about? Show me the photos Hamish, show me what you showed Ken."*
- Hamish: *"Nah."*
- Karli: *"Are they the photos that you took last night?"*
- Hamish: *"Maybe, what's it to you."*
- Karli: *"What are you showing him for? Those pictures were just between us, we agreed not to show anyone. I can't believe you. I can't believe that you would show Ken!"*

Karli physically moves between Hamish and Ken. Hamish then turns his back to ignore Karli.

Karli: *“Well Hamish, tell me why you would show Ken those photos, why you would do that?”*

Hamish’s manner becomes aggressive and he turns to Karli and shouts.

Hamish: *“Girl shut your mouth! You know better than to question me.”*

Arguably one of the greatest strengths of this project was the way it was presented. In response to the question “Was this a useful way to present this topic?” the feedback was that young people really enjoyed and appreciated that it was *“visual,”* that it was *“entertaining”* and that it was *“easy to understand.”* One year 9 boy elaborated further say it *“was great as boys are visual learners.”* From all three forums only one negative response was recorded in answer to the first evaluation question. That being *“it was boring and we should have been allowed to watch a video.”*

The project’s second objective was to allow young people to develop a familiarity with their local service providers as individuals so that they will be more inclined to access support if and when needed and also be more knowledgeable about the services available to them. The extent to which the project achieved its first and second objective was measured via the second evaluation question. When asked “What did you learn about violence in dating relationships?” the most frequent response was that they learnt about the different types of violence such as physical abuse, sexual abuse, emotional abuse and economic abuse. It was also noted by young people on most evaluation sheets that they learnt that *“violence is not just physical.”* Other frequently noted comments were the need for consent in relationships, how difficult it can be to stand up to a friend and the need to treat people with respect. Moreover, in the WIN TV news report on the project, two students were interviewed about what they had learnt at the forum. Matt Basile, a year 9 student from Notre Dame College, said:

“A lot of people think that being respectful relationship is just not hitting them, but it’s not true. There is emotional and financial abuse in there as well.”

Joe Barnes- Hill, also from Notre Dame said:

“In a relationship you have to be respectful and by respecting the other I mean not doing anything to harm the other person.”

To enable young people to develop an awareness of their local services, all agency representatives that presented were required to state their names and the organisation

they worked for. When young people broke off into smaller discussion groups, each facilitator began by introducing themselves. When the third forum was presented at Mooroopna Secondary College, the Welfare Coordinator asked if the hour forum could be extended for a further half an hour as she felt that students were engaged and learning. With this extra time, this forum unlike the other two, ended with facilitators explaining to the 130 students what services their organisation offers. Although this information was made available to young people in the health promotion packs, this opportunity allowed young people to put a face to the name of 11 service providers that they could go to for information and support. If this project was rolled out again, including this brief introduction of all attending service providers would be a valuable addition.

The project's third objective was to achieve local media coverage. A media release was sent out via the Victoria Police Media Unit. Following this, network member Sergeant Ken O'Connor contacted WIN News, inviting them to attend the first forum. The project aired on WIN News that night as one of the lead stories. The piece detailed the aims of the ENOUGH campaign and the importance of project's like this one given the prevalence of violence in young people's dating relationships. Interviews with Hamish Fletcher, Goulburn Valley Community Health's Manager of Counselling, Project Officer Elly Taylor and two interviews with students from Notre Dame College explaining what they had learnt during the forums, were featured. Given that on an average week night, Shepparton's WIN News has approximately 25,000 viewers, the project received considerable exposure within the Goulburn Valley area.

Conclusion

The Goulburn Valley's Youth Forum achieved its aim of starting a conversation with young people around the complex issue of violence in dating relationships. This project was the least expensive, the only cost was putting on lunch for those who facilitated, and certainly the most collaborative of all the Hume's ENOUGH projects. Made apparent by this project, was the strength of the integrated service system, as there were eighteen service providers directly involved in the planning and implementation of the forums, the majority, members of the network. Indeed, without the willingness of those service providers to act out scenarios with such humour and ease, arguably many of the young people may not have been so engaged in this often confronting topic. Furthermore, this project could never have run so effectively without the immense ability of the service providers to facilitate discussion around the gendered power dynamics of violence in intimate relationships. Indeed, the success of this project is a testament to the strength and the diversity of the skill set of the service providers who sit on the Goulburn Valley network. While it is always difficult to measure the full affects of a project such as this one, merely facilitating one young person to rethink their behaviour or to seek help and support, arguably amounts to time and energy well spent.





PROJECT EVALUATION

Project title: Family Violence Awareness Fact Sheets.

Lower Hume Family Violence Prevention Network

Introduction

The Lower Hume Family Violence Prevention Network created a set of six family violence awareness fact sheets for the Lower Hume Community. The six fact sheets focused on specific issues and target groups such as the recent legislative reform, men, women, young people, children and how to support someone you believe may be experiencing violence in the home.

The planning stage

During the June network meeting the aims of the 'Family Violence. Victoria has had ENOUGH' campaign and the localised Lower Hume project were discussed. Conversation centred upon a one off family violence event that the network had been organising. A presentation about identifying family violence and seeking assistance was in the process of being planned. It had been agreed that the Family Violence Liaison Officer and the Mitchell Community Health Service Counselling Co-ordinator would give the presentation in Flowerdale's fire affected hub. The possibility of this event somehow being linked in with the network's family violence awareness project was discussed. However, given that all professionals entering the hub were required to have Department of Human Services approval, collaboration seemed difficult.

During the July network meeting, discussion about the network's project was revisited. Given the indecisiveness of the previous meeting, the project officer proposed that the network develop a series of family violence fact sheets. The idea originated from a series of fact sheets that Women's Health in the West had recently released advising organisations and agencies about the need to plan for and address gender-based violence in their community. The images that featured on the Women's Health in the West fact sheets were beautiful and immensely engaging. The project officer proposed that the network develop similar fact sheets though targeted at the community and use the available funds to employ the same design and illustration company. During the previous network meeting, conversation had focused on how all workers were immensely overworked due to the catastrophic nature of the Black Saturday bushfires which had affected the entire Lower Hume region. Those present felt that the suggestion of fact sheets developed primarily by the project officer would be an appropriate project for the network due to their limited capacity to participate. Hence, it was agreed that the project officer would draft a series of

seven fact sheets and then present them to the network for comment and alterations. The network decided, the seven fact sheets would cover:

- The legislative reform of the *Family Violence Protection Act 2008*
- Young people and children
- Bush fires
- Health professionals, including GPs
- Women and families
- Men
- Maternal and child health

In the week following this meeting, as was agreed, the project officer emailed the network about information they would include in the fact sheets or possible resources that could be used for inspiration. One network member provided the project officer with information and direction as to what she thought would be suitable information for inclusion.

In the months that followed, the project officer proceeded to research and write the seven fact sheets. During this stage, the project officer consulted with her colleagues about resources they believed would be useful, particularly in relation to the fact sheet that was to look at family violence and the bushfire affected areas. Women's Health Goulburn North East was to commence research in the Lower Hume area about women's experiences of Black Saturday and its aftermath and the possible increase in violence against women was to be examined. The project officer also approached Kay Lavender, who worked as the region's Children's Resource Coordinator and was involved in the production of such resources as *Through a Child's Eyes*, to assist with the children's fact sheet.

After considerable reading about family violence and the resources already available to both the community and professionals, the project officer felt that there were considerable resources already available to GP's and Maternal and Child health workers. It was also thought that training offered throughout the Hume region called *Identifying Family Violence* was perhaps a more appropriate way to target such professionals. At the September meeting the project officer addressed this issue and it was agreed that the fact sheets would all be targeted at the community. Hence, the focus of the facts sheets, would be:

- What is family violence and the changes around the *Family Violence Protection Act*
- Men
- Women
- Young people
- Children
- How to support a friend or family member that you think may be experiencing family violence

The project officer also felt it would be more appropriate if the fact sheets relating to women weren't "Women and families." The thought being if the fact sheet related simply to "Women" it would be more inclusive as many women don't have children and therefore may not identify with such information.

The fact sheets were developed by the project officer over a period of two months. The project officer had direct assistance from Ms Lavender about the terminology and information that she felt would be most appropriate for the children's fact sheet. The graphic design company *Isis and Pluto* were hired to illustrate and design the fact sheets. They were briefed about the target group for each fact sheet and the need for the series of six to have a rural theme. Photographic images collaged with illustrations were developed in relation to each fact sheet. During this time the project officer contacted such agencies as *WIRE, Domestic Violence and Incest Resource Centre, White Ribbon Foundation, Domestic Abuse Intervention Programs, Home of the Duluth Model*, for permission to use their intellectual property, such as the *Power and Control Wheel*. Not only has all unoriginal information been referred on the fact sheets, but permission has been sought from the appropriate organisations/agencies to use their work.

Once the project officer had established the content for each fact sheet she emailed the draft fact sheets to the network for comment, additions, and changes. In addition, the project officer collaborated with two co-workers, a women and children's family violence outreach worker and the manager of a generalist counselling agency, for comment. Three network members provided suggested alterations. A concern raised by the women's and children's worker and a Lower Hume network member was that the children's fact sheet was not child friendly, in the sense that they would be unable to read and comprehend the contents. The concern was brought back to the network during the September meeting. It was decided that the children's fact sheet would directly target adults rather than children, as producing such a fact sheet required more specialised information and consultation which remained beyond the scope of this project.

In mid November, Canadian academic Allan Wade came to the Hume region to provide training on Response-based practice. Two Lower Hume network members as well as the project officer attended the two-day event. Among other topics, Mr Wade discussed the importance of using unilateral language rather than language that is mutualising. The importance of this is twofold. First, when we use mutualising language we omit mention of victim's resistance, however so slight, which in turn conceals the full extent and deliberate nature of the violence. Second, by describing acts of violence as mutual, the onus of responsibility for establishing that violence has occurred rests solely with the victim, rather than the person using violence. At the November meeting, the learning from this training was discussed. It was agreed by those present that it was important that all the fact sheets

be critiqued to ensure that the language used was unilateral. This was completed by the project officer with minimal but valuable changes made and then emailed out to the network for comment and alterations. For example, rather than use mutualising language such as “violent relationship”, it was changed to terminology such as “in a relationship where one person is violent...” Such changes can be noted in the two sentences below, the second being the revised version.

“In a violent relationship one person uses their power to control another person through fear.”

“In a relationship where one person is violent, that person uses their power to control the other person through fear.”

The first sentence which uses the term “violent relationship,” defines the violence as mutual and therefore divides responsibility between the victim and the perpetrator. Whilst the second sentence recognises that violence is an act by one person against another. Following the completion of the graphic design, the fact sheets were re-distributed to the network for final comments and changes, of which only a few minor changes were required.

Evaluation method

The evaluation framework for this project consists only of a process and impact evaluation. An outcome evaluation, that assessed whether the project increased family violence awareness in the Hume region, remained beyond the limited capacity of this project. Rather the evaluation aimed to investigate the quality and the appropriateness of the materials that will be developed and distributed, and the reach performance, that is whether the fact sheets have been able to reach the intended target group. The process evaluation will also examine the capacity of the key partners involved in this project and how they contributed in the development, planning and implementation of the project.

Process and impact evaluation

While the fact sheets were primarily developed by the project officer, great effort went into ensuring that the content was in keeping with current knowledge and practice. This was achieved through examining international and national research and resources and by consultation with the Lower Hume network and other professionals in the Hume region, who have a wealth of knowledge and expertise in the family violence field. Further, the extent to which the Lower Hume network was involved in the planning and development of this project was minimal. Apart from four network members who provided input at various times throughout the development of the fact sheets, two in particular, no other input was received by the network. With this said, it is important to note, that the limited capacity of the network was made entirely clear at the beginning of the project. Indeed, the catastrophic nature of Black Saturday had seen entire communities in the Lower Hume

region destroyed. Even a year on, the workload of many Lower Hume workers has not eased.

In total 500 copies of each fact sheet was printed and distributed. The pdf files for each fact sheet were emailed to all network members and were also uploaded on the Integrated Family Violence Services website. The fact sheets were distributed to all network members to display and give out to their staff and clients. These organisations include Mitchell Community Health, the local Police, FamilyCare, Rural Housing, Berry Street and Mitchell Shire Council. Fact sheets were also distributed to Lower Hume schools, both primary and secondary, childcare centres, GP offices, sporting clubs and Department of Human Services Bushfire hubs, among other locations.

Conclusion

The Lower Hume network produced a series of fact sheets designed to create awareness of family violence in the Lower Hume area. Whilst accessing whether the fact sheets created awareness of family violence in this area remained beyond the scope of this project, the network did achieve its aim of producing six diverse, informative pieces relating to:

- Family Violence and the recent legislative reform
- What men can do to help stop family violence
- Women and the impact of family violence
- Young people and the impact of family violence
- Children and the impact of family violence
- How to support someone you think may be experiencing family violence.

What's more, the fact sheets are a resource that the family violence prevention networks can adopt to provide localised service information, given that the content and images are the property of the Integrated Family Violence Managers Alliance (Hume region).

PROJECT EVALUATION

Project Title: “Survival in the Face of Violence” Youth Competition.

Wangaratta Family Violence Prevention Network

Introduction

The Wangaratta Family Violence Prevention Network (WFVPN) ran a competition for young people in the Upper Hume region from July to November of 2009. The competition endeavoured to inform young people about the legislative reform brought forth by the *Family Violence Protection Act 2008*. The competition theme, “survival in the face of violence,” aimed to explore young people’s experiences and understandings of violence at home, school, online and in their dating relationships.

The planning stage

During the June WFVPN meeting, the aims of the ENOUGH campaign were discussed. It was proposed by the project officer that the project involve a creative art competition for young people in the Wangaratta area that would explore the theme of family violence. A network member spoke of a project implemented in Fitzroy, Melbourne called *Sexual Assault Guide ‘Portraits of Chaos.’* The project had worked intensively with a small group of women aged 15-19 who had experienced sexual assault to promote healing and empowerment through creative means. The young women’s art works were subsequently exhibited in a community exhibition and a booklet resource was later produced and widely distributed. The network member described how powerful this project had been as it had followed a feminist rights based approach which had ensured the young women’s rights were voiced and upheld. Agreement was reached that a creative art project that would conclude with a public exhibition would proceed. During this meeting a planning group was also formed.

In the course of the first and only planning group meeting, it was agreed that the competition would ask young people to create a visual art work, a short story, a poem or a musical piece inspired by the theme of “survival in the face of violence.” Unlike the project in Fitzroy which worked intensively with a small group of young women, it was decided that the project would be universal and aim to target young people in Wangaratta area from the age groups of 12-15 and 18-21. Those on the planning group made an active decision to exclude young people aged 16 and 17 because of the demands of V.C.E. and exams during the end of year period. Agreement was also reached that the project would specifically target the three Wangaratta secondary schools, Goulburn Ovens Institute of TAFE, NESAY, Cooroonya Domestic Violence Services, The Centre, Alateen, and the Technical Education Centre. The prize allocations were also confirmed, with each age group having both a 1st, 2nd

and 3rd prize. It was agreed that for the age group 12-15, a new laptop computer would assist the winner with their schooling. Whilst for the older age group a \$1000 gift voucher from Home Electrix Wangaratta would allow the winner flexibility to purchase an item for their home or to assist with further education via the purchase of a computer. It was also discussed that the new Wangaratta Performing Arts Centre would be an ideal location for the community exhibition in early December.

Following this meeting the project officer drafted up two competition entry forms, one for each age group. This was then emailed out to the planning group for comment and alterations. Entry forms were then printed on bright yellow and orange paper and subsequently distributed by the project officer.

Locations entry forms were distributed for the age group 12-15	No.	Locations entry forms were distributed for the age group 18-21	No.
Centrelink	60	Centrelink	60
Women's Health GNE	10	Women's Health GNE	10
Pangerang Neighbourhood House	30	Pangerang Neighbourhood House	30
Upper Murray CASA	30	Upper Murray CASA	30
The Centre	30	The Centre	45
Galen Secondary College	180	Benalla Goulburn Ovens TAFE	30
Cathedral Catholic College	100	Cathedral Catholic College	10
Beechworth Secondary College	150	Wangaratta TAFE	50
Total	590	Total	265

During this time one of the network members contacted Home Electrix Wangaratta and negotiated with them to donate \$200 worth of gift vouchers. The project officer also contacted the Wangaratta Performing Arts Centre about hosting the community exhibition. However, management at the Arts Centre said this would not be possible as the foyer space was available only to professional artists. Subsequently, a suggestion was put forth to hold the exhibition at the Idyl Book Cafe. This was followed up as a possibility and later proposed to the network at their August meeting. However, it was decided that the Banze Gallery in the Wangaratta library would be a more appropriate option due to the considerable public thoroughfare.

During both the August and September network meetings the project officer raised the concern that only one competition entry had been received. Whilst the closing date for entries was not until the 9th of November, given that the network wanted to hold a community exhibition, the project officer asked to modify the entry criteria to ensure increased participation. During the September meeting, the project officer proposed that the competition be opened up to the entire Upper Hume and the Goulburn Valley region. It

was also suggested that the age groups of 16 and 17 be included and that only one entry form with details of both age groups be produced. Further, the project officer had received anecdotal evidence from a colleague’s son that he hadn’t felt able to enter the competition as he hadn’t experienced family violence. Subsequently, the project officer recommended that the theme of “survival in the face of violence” required further explanation. The entry form was then altered to state that entries could be as broad as to cover violence experienced at home, school, online, in the street or in young people’s dating relationships. Whilst a couple of network members were apprehensive that opening the competition to the Upper Hume region could result in a “flood” of entries, the proposed changes were agreed to during the September meeting and the new entry forms were distributed. The aim of increasing the number of competition participants was met with approximately 44 entries received.

Locations entry forms were distributed for the age group 12-21	No.
Bright P-12 College	240
Mt Beauty Secondary College	150
Benalla Women’s Day Out	130
Berry Street Shepparton	15
Mooroopna Secondary College	130
Wangaratta High School	800
Notre Dame College	130
McAuley-Champagnet Programme	30
Total	1625

The judging stage

The competition entries were critiqued by two judges. Kerry Burns the manager of Upper Murray Centre Against Sexual Assault and Cooroonya Domestic Violence Services was asked to judge the competition due to her depth of knowledge and understanding of gender based violence in both a practical setting and from a theoretical perspective. Additionally, Maggie Fitzgibbon was asked to judge, given her artistic background as an internationally acclaimed actress and singer. Ms Fitzgibbon had her own television series in London on weekend television, starred in the BBC’s series *The Newcomers* and performed in endless cabarets, stage musicals and plays. Before judging commenced, concerns were raised by the project officer with the Wangaratta network around issues of young people disclosing that that they were victims or perpetrators of violence.

It was agreed that this concern would be raised with Ms Burns and her advice sort. Ms Burns felt the most appropriate course of action was to provide all those that participated with

information about support services they could access. Whilst support helpline numbers were clearly displayed on the entry form, this information and information of local service providers was provided to young people via a short informative letter and again in the resources they all received in their prize packs.

Evaluation method

The tool used to evaluate young people’s understandings of covert forms of family violence was the competition entry. On the front, information about what constitutes family violence and what behaviours are associated with non-physical forms of violence, were displayed. Whilst on the back of the entry form, young people were asked to fill in an evaluation form accessing their understanding of family violence before and after entering the competition. Young people were also required to provide a brief description of what they had learnt as a result of the competition and finally tick a series of behaviour descriptions they considered to be violent acts.

Before entering this competition, I would rate my understanding of family violence as:

- Very good
- Good
- Some understanding
- No understanding

After entering this competition, I would rate my understanding as:

- Worse... (please comment)
.....
- The same
- Better than before
- Much better than before

What did you learn about family violence from entering this competition?

Which of the following behaviours do you believe are family violence? (please tick as many boxes as you think are appropriate)

- Yelling abuse and name calling
- Kicking, punching or slapping
- Harming or threatening to harm a family member’s pet
- Denying a person access to money for living expenses when that person is dependent on them for financial support
- Forced sexual activity against a person’s will
- Controlling where a person goes and who they see

Do you have any other comments?

Process, impact and outcome evaluation

The process evaluation for this project aimed to measure how many flyers were distributed, how many entries were received, and the extent to which the target group was reached. In total 2,480 entry forms were distributed throughout Wangaratta, Wodonga, Beechworth, Mt Beauty, Bright, Myrtleford, Shepparton, and Mooropna. A total of 44 young people submitted competition entries, 42 of the entrants were aged 12-17. While only two entries

were received from the age group 18-21. One of the biggest limitations associated with this project was its inability to engage young people in the older age bracket. Both teachers and Welfare Coordinators from three Wangaratta and Shepparton schools actively promoted the project. However, this same level of support was not received by service providers or education institutions with youth clientele (those represented on the Wangaratta network or otherwise). If the project was to be implemented again more work would need to be done to engage the older age group, through such means as vigorously engaging youth service providers and other institutions that offer services to young people.

The impact evaluation for this project aimed to measure three key project objectives. Objective one was to deliver information to young people in Wangaratta about the covert behaviours that constitute family violence. This was achieved by way of the entry form which specifically described behaviours associated with non-physical forms of family violence:



The Victorian Government has introduced new laws to better protect the community from family violence and make those responsible more accountable for their actions.

Family violence is harmful behaviour that occurs when someone threatens or controls a family member through fear. It can include physical harm, sexual assault, emotional and economic abuse and may include:

- **Unreasonably controlling a person by withholding money for essential living expenses**
- **Threatening to harm another family member or pet in order to intimidate**
- **Racist taunts that inflict emotional harm**
- **Preventing contact with other family members or friends in order to cause distress**

Additionally, information about covert forms of family violence was delivered to large groups of young people in Wangaratta and Shepparton by way of short speeches at school assemblies and the youth forums which were implemented by the Goulburn Valley Family Violence Prevention Network. This proved a valuable way of engaging both students and teachers in the project. Evidenced by the fact, that the three schools that participated in the youth forums or allowed the project officer to speak at school assemblies, produced the majority of the competition entries.

The project's second objective was to inform the Wangaratta community of the changes implemented by the *Family Violence Protection Act 2008*. It was outlined in the project plan that this objective would be achieved by way of a community exhibition. An exhibition that

showcased young people's understandings and experiences of violence was on display from the 14th to the 23rd of December, at the Wangaratta library's Banze Gallery. A launch for the exhibition was held on Wednesday the 16th from 4:30 p.m. until 5:30 p.m. The event was attended by 120 people, including young people who had entered the competition, their friends and family, school teachers, chaplains, 3 network members, their colleagues and the local media.

To commence the launch, the project officer spoke, outlining how the project originated and the recent legislative changes. Ms Fitzgibbon, who judged the works, also spoke about how proud she was that so many young people had participated in the project and had taken the stance through their creative works that violence would not be tolerated. Also speaking at the event, was the mother of Chris Parsons who won first place in the age group 12-17 for his animated ad "Reach Out, Stand Up." She spoke about how in their home the competition had generated family discussion about what family violence was, the impacts it has on children and young people and the importance of acknowledging that help and support is available. The launch concluded with Olivia Cartledge, a young woman from Beechworth, performing her song entry. The exhibition was displayed for a total of 9 days. The Wangaratta library estimated that around 250 people enter the building each day. Including those that attended the launch, it is thought that around 2,370 members of the community would have seen the exhibition.

The third project objective was to implement an appropriate publicity strategy on the topic of family violence within the broader Wangaratta community. This objective was successfully achieved as the project received considerable media attention. An article was written in *Cultural Capers* an on line eNewsletter which advertises local events. In addition, the project officer featured in a radio interviews with 2AY in August and then again in October. A further radio interview was done in August with Gay Paterson on ABC Goulburn. The Wangaratta Chronicle featured two news stories on the project that would have been seen by approximately 8,000 readers.⁵ The first article which was written in July was titled "Youth to combat violence."⁶ The second article, which coincided with the launch of the community exhibition in December was titled "Family group says abuse isn't all just physical."⁷ Both articles clearly articulated the aims of the ENOUGH campaign with specific focus on emotional and economic abuse as criminal acts of family violence.

However, the project officer was dissatisfied with the heading of the second article given that she had clearly articulated the name of the Wangaratta Family Violence Prevention Network in an email to the cadet journalist. Indeed, the heading implied that the project

⁵ The Wangaratta Chronicle estimates their circulation distribution at 8,000 readers per addition.

⁶ See Appendix One.

⁷ See Appendix Two.

was an initiative of a family group rather than a network of professionals and service providers from government and non-government agencies. It should also be noted that as a result of the second article the project officer received a phone call and later a visit from a local Wangaratta woman. This woman wanted further information about the legislative changes to the *Act* so that she could forward this information to her daughter who she believed was experiencing emotional abuse from her ex-partner.

The outcome evaluation for this project aimed to assess whether young people who entered the competition gained knowledge of the complex behaviours associated with non-physical forms of violence. Of the 44 young people that submitted entries, 40 completed the evaluation component of the entry form.

The first evaluation question related to young people's self perceived knowledge of family violence. In response to the first evaluation question:

1. a) "Before entering this competition, I would rate my understanding of family violence as...."

7 responded that they had "some understanding."
25 responded that their understanding was "good."
8 responded that their understanding was "very good."

The second component of this question asked participants:

b) "After entering this competition, I would rate my understanding of family violence as...."

14 rated their understanding as the "the same."
22 rated their understanding as "better than before."
4 rated their understanding as "much better than before."

Nearly two-thirds of participants believed that by entering the competition their knowledge of family violence had improved. However, due to the method of evaluation it is unknown whether this improved understanding of family violence was a direct outcome of the information provided on the entry form or via some other means, for instance information they had gained independently from teachers or parents.

In response to the second question:

2. "What did you learn about family violence from entering this competition?"

7 young people provided no response.
4 said "nothing", or that their knowledge "was the same as before."
2 responded that they learnt that family violence has the greatest impact on children:

"I learnt that family violence can affect all those directly involved no matter how old, I learnt that children are often affected the most."

3 responded that they had learnt that support is available:

"There is help out there."

"I learnt that it's better to get help than trying to deal with the problem by yourself."

"I learnt if someone if being abused you should report it to an adult, there's a Kids Helpline."

4 responded that they had learnt that family violence was very prevalent:

"I learnt that family violence can affect anyone in the community and it affects more people than I realised."

For this competition I did some research, and I never realised how much family violence happens each year."

"It's not good and it happens more than you think."

12 responded that they had learnt that violence wasn't merely physical abuse:

"Violence has many shapes and forms..."

"I learnt that family violence can be more than just physical abuse, that it can be causing harm to others by intimidating, using emotional harm and causing distress."

"It's not just about someone being hurt physically, it's mental abuse as well."

"I learnt that there are different family violence...."

"I didn't realise that family violence was such a wide range including sexual assault, emotional and economical (sic) harm."

"That threatening another person is family violence."

"I learnt that family violence can occur in many different ways also it can affect people in the long run."

And 5 young people provided more general responses:

"I learnt that some families hide the abuse."

"You shouldn't take your behaviour out on your family."

"I learnt that family violence is much more scary for the family member than they would ever let on and ever be able to explain."

"That many people suffer and need something to get them through, like a light to give them hope."

From the qualitative data young people provided in relation to what they had learnt, just over one quarter of participants commented directly that they had gained knowledge that violence was more than merely physical abuse. Nearly two quarters of those that participated discovered valuable information such as the prevalence of family violence, that it has a significant impact on children and families, and importantly that help and support is

available. Whilst the remaining one quarter either didn't provide a response or believed that their knowledge was unchanged.

In response to the third question:

3. "Which of the following behaviours do you believe are family violence?"

- Yelling abuse and name calling
- Kicking, punching or slapping
- Harming or threatening to harm a family member's pet
- Denying a person access to money for living expenses when that person is dependent on them for financial support
- Forced sexual activity against a person's will
- Controlling where a person goes and who they see

25 young people indicated **all** six behaviours as violence

6 young people indicated **all but** "controlling what a person does and who they see" were violence

2 young people indicated that **all but** "denying a person access to money for living expense" was violence.

1 young person indicated **all but** "harming or threatening a pet" was violence.

2 young people indicated **all but** "harming or threatening a pet" or "controlling where a person goes and who they see" was violence.

2 young people indicated that **all but** "harming or threatening a pet," "denying a person access to money," and "controlling where a person goes" was violence.

2 young people indicated **only** "yelling abuse and name calling" was violence.

Clearly illustrated in these results, is that the majority of participants were able to identify more covert forms of violence. Though evidently there is still work to be done regarding the education of young people about the complexities of violence such as the use of power by one person to control and coerce another. The competition was a valuable way of communicating the types of behaviours associated with family violence. However, if it were to run again it may prove useful to implement a more targeted approach coupled with an education component so that young people learn skills to assist them in identifying non-physical forms of violence.

Conclusion

The network achieved its aim of generating awareness of family violence to a number of people in the Wangaratta community. The competition exposed young people's understanding and experiences of violence at home, school, online or in their dating relationships. The community exhibition showcased the talent and creativity of young people in the area. This competition also provided young people with a voice to express themselves through their powerful and inspiring pieces, whilst revealing young people's resistance to the violence in their lives.

Youth to combat violence

■ Competition to raise awareness

By ZOE RUDDER

LOCAL young people are being encouraged to get creative in order to raise awareness about family violence.

Wangaratta Family Violence Network is holding a competition of visual arts works, short stories, poems and musical composition with the theme of 'survival in the face of violence'.

The competition ties in with recent legislative reform to the Family Violence Protection Act that now recognises psychological abuse, financial abuse, social abuse and religious, spiritual and cultural abuse as criminal offences.

Women's Health Goulburn North East family violence project officer, Elly Taylor, said new laws were an important step forward in safeguarding the community from family violence.

Hume region statistics show a staggering 28 per cent of victims of family violence are under the age of 25.

And Ms Taylor said while there was increasing recognition that physical aggression in intimate relationships is unacceptable the same

could not be said for other forms.

"There are more covert forms of family violence such as threats, put-downs and controlling where a person goes and who they see," she said.

The competition was also developed with the help of other local service providers, including North East Support and Action for Youth (NESAY).

NESAY programs manager, Paul Brosche, said family violence was heavily linked to homelessness.

The competition is open until November 9 and there is a category for people aged 12 to 15 and one for those aged 18 to 21.

For those aged 12 to 15, first prize is a Hewlett Packard Computer Notebook valued at \$1349, second prize a \$100 gift voucher from Homelectrix and third prize is a \$50 voucher from Homelectrix.

And for the 18 to 21 category the prizes are a \$1000, \$500 and \$50 gift voucher from Homelectrix for the first, second and third prize respectively.

For more information contact Elly Taylor on (03) 5722 3009.

Family group says abuse isn't all just physical

By JOSH PATRICK

A NEW campaign against family violence was launched in Wangaratta this week.

More than 120 people were at the launch of the Wangaratta Family Violence Prevention Network's "Family Violence. Victoria has had ENOUGH" campaign at the Wangaratta Library on Wednesday.

Family violence project officer, Elly Taylor, from Women's Health Goulburn North East, said the event was a huge success.

"The aim of this campaign was to inform the wider community of recent changes to family violence laws," she said.

"Non-physical forms of violence such as emotional abuse and economic abuse are now, along with physical and sexual abuse,



ENOUGH IS ENOUGH: Family violence project officer, Elly Taylor, is spreading awareness of the new family violence laws.

against the law."

The launch showcased an artistic competition that gave young people in the Wangaratta community an opportunity to demonstrate their creativity, experiences and resilience to family violence.

"Emotional abuse - threatening, humiliating or continuously putting someone down - is just as harmful as physical violence," Ms Taylor said.

"And I think many of the competition entries really illustrated this."

Competition awards, thanks to Homelectrix, in the 18-21 year age group, went to Bonnie Howden (2nd place) who won a \$500 gift voucher, and Rebecca Hunt (1st place) who won a \$1000 gift voucher.

In the 12-17 age group, equal 3rd place went to Jade Bonich and

Ebony McDonald who won \$50 gift vouchers, 2nd place went to Eve Murdoch who won a \$100 gift voucher and

1st place went to Chris Parsons who won a HP Hewlett Packard Computer Notebook valued at \$1349.



PROJECT EVALUATION

Project title: “Do you have an elephant in your room?”

Wodonga Integrated Response to Family Violence

Introduction

The Wodonga Family Violence Prevention Network ran a community art project that promoted family violence awareness within the city of Wodonga. The project incorporated the use of a fibreglass elephant with images and words relating to a healthy relationship and a relationship where one person is using violence. The fibreglass elephant, which was the size of a small pony, was decorated by a young artist from Highwater Theatre Company. The elephant was displayed in various locations in Wodonga and aimed to inform people of what behaviours constitute family violence and where those experiencing violence can seek help and assistance.

The planning stage

During the June network meeting, the objectives of the “Family Violence. Victoria has had ENOUGH” campaign was discussed. Various ideas were put forth about what the project could involve, though no definite decision was reached. However, a planning group with representation from Gateway Community Health, Upper Murray Centre Against Sexual Assault, Mungabareena Aboriginal Corporation and the Salvation Army was formed. After much discussion at the first planning group meeting, the idea evolved that the project could use the idea of the elephant in the room which no one wants to talk about; family violence. The possibility of having either papier-mâché elephants or purchasing fibreglass elephants similar to the ‘Cows’ that are displayed as visual art pieces throughout the City of Greater Shepparton was considered. Whether the project would involve a family of elephants or simply one elephant was also considered. It was agreed that the project would attempt to acquire a family of elephants as family violence affects the entire family and the tagline for the media campaign would be *“Do you have an elephant in your room?”*

A new network member from the Wodonga Council joined the second planning group meeting, after an invitation by the Regional Integration Coordinator. This addition to the planning group proved to be an immense asset, as the worker had extensive experience in project management and provided a valuable link with the Wodonga Council. At this meeting the project officer presented costings for three different fibreglass elephants available from an Adelaide company that specialised in fibreglass animals. While the cost for a family of elephants was equal to the entire project budget, the planning group agreed to confer with the network to determine whether they were willing to go ahead with the idea.

Also discussed, was the imagery that would appear on the elephant and how this would tie in with the aim of the 'Family Violence. Victoria has had ENOUGH' campaign. It was agreed that one side of the elephant would display images and wording associated with covert forms of family violence. While in contrast, the other side of the elephant would have representation associated with a healthy, respectful relationship. The wording on the elephant would be taken from the *Power and Control Wheel* and the *Equality Wheel*. Also brought to the attention of the planning group by the Wodonga Council representative, was the need for the elephants to have a consistent artist theme if they were to become a permanent addition to the Wodonga cultural landscape.

During the August network meeting, the planning group's proposal was put forth. Whilst agreement was reached that the elephant was an innovative idea, various opinions were presented about whether to purchase a family of elephants or simply one. No consensus was reached but it was agreed that the planning group would resolve the issue in keeping with the project's budget. During this network meeting, a representative from the community legal service announced that her organisation was receiving a sum of money from the Attorney Generals Department to implement a family violence community education awareness project in the Wodonga area. The network member was asked if a small proportion of this funding could be used to fund the elephant project. For this request to be considered the project officer was required to submit a project proposal. This funding submission was later rejected.

At the third planning group meeting it was decided that one elephant would be purchased in conjunction with 60 small plaster elephants for children to paint during the project launch. It was also agreed that the project officer would apply for a \$5,000 cultural arts grant from the Wodonga Council. If this submission was successful, a family of elephants would be purchased extending the project into the following year. At an earlier planning group meeting the idea was put forward that the project would engage a local artist to work with a group of young people to decorate the elephant, allowing them through this process, to develop a firsthand understanding of the behaviours associated with family violence. At the meeting it was decided that Highwater Theatre Company would be invited to become a key partner in the project.

Highwater Theatre Company is an arts based program for high risk young people aged 12-15 in the Wodonga area who are no longer engaged in mainstream schooling. These young people are involved with Juvenile Justice, Child Protection and/or youth welfare agencies. As part of the program, young people along with professional artists are engaged in a local theatre team and are provided with education and training. The planning group felt that engaging young people from Highwater in the design of the elephant would be ideal based on three key rationales. First, the theatre company has an artist already working with young people that could be engaged to oversee the project and ensure the elephant had a

consistent artistic theme. Second, Highwater has social workers working with these young people so if there was a need for debriefing it could be done internally. Third, many of the young people from the Highwater Theatre Company have experienced family violence. Therefore, rather than the design process being used as an educational tool, the elephant would reflect the young people's personal experiences making the visual piece more powerful. The contact details for the Highwater Theatre Company's Coordinator were passed on to the project officer to follow up.

Following a conversation with the Highwater Theatre Company's Coordinator a meeting with the Programs Director and artist was arranged. At this meeting it was agreed that Highwater would become a partner in the project and the network would provide funding to cover materials, studio space and to cover some staff time spent on the elephant, though most of the professional artist's time was donated. In the course of this meeting the project brief was discussed which outlined the timeframe for completion and what wording was to appear on the elephant. The Coordinator, director and artist proposed that one young artist provide the images for the entire elephant, as to keep a consistent theme. Further, it was brought to the attention of the project officer that not only was this young artist immensely talented but she had also survived family violence and was open to articulating her feelings and thoughts about her experiences.

Conversation centred upon what terminology would feature on the elephant during the fourth planning group meeting. Some planning group members felt that it was important for the planning group to determine the wording. Yet, other members felt that this would be disempowering to the young artist given that she had lived with family violence and was able to put into words her feelings and experiences about this time in her life. It was agreed that the young artist would decide the wording featured on the elephant. It was also discussed in earlier meetings, that a sign outlining the purpose of the project, what behaviours constitute family violence and where victims or perpetrators of family violence can seek help and support, would accompany the elephant.

Over a period of four weeks the fibreglass elephant was transformed into a visual art piece by one of Highwater's professional artists and one of the young people engaged with their program. The young artist's visual images were glued onto the elephant which were the vanished over and later repainted. Once the images were secured in place the entire elephant was re-painted and words that spoke specifically to each art piece were added. There were many set backs associated with the artistic design of the elephant that had to be overcome. The elephant arrived over two weeks late, providing only four weeks for the artists to work on it. At this point in time, Highwater Theatre Company was also staging numerous theatre shows which placed added pressure on their artists. Moreover, the supplier had ensured the elephant was flat and smooth. However, on arrival it became apparent that the elephant was covered in rather large indentations in the fibreglass meant

to be wrinkles. It therefore proved immensely difficult to collage the images onto the elephant. During this time, the young artist whose work featured on the elephant also became homeless, which understandably meant she had limited time to dedicate to the project.

The launch for the elephant had been discussed at all but the first planning group meetings. It was decided that there would be a B.B.Q., plaster elephant painting for children by gold coin donation and that the elephant would be on display. Woodland Grove in the centre of Wodonga was chosen as the ideal location for the launch. During the fifth planning group meeting, the network member from Wodonga Council spoke about the need to have a draw card at the event to ensure community engagement. The possibility of having the launch at *Lounging on High*, which is a family event organised by the Wodonga Council was discussed. The event sees High Street closed during the evening with hundreds of people attending in the summer months. Incorporating the project launch as part of *Lounging on High* would have been an ideal way to ensure a large community presence. However, it was decided that the launch would be held earlier in the day at Woodland Grove.

The elephant launch went ahead on Friday the 6th of November, 2009 at Woodland Grove from 3 p.m. until 5:30 p.m. The event was held on the same day as *Lounging on High* which commenced at 6 p.m. While there were an abundance of network members and staff from Gateway Community Health in attendance, during the launch the temperature remained at 32 °C. Given this heat few people were in Woodland Grove and those that were passing through were hurrying to get out of the heat. In hindsight not combining the elephant launch with *Lounging on High* was a missed opportunity. Not only was it cooler during the later evening but *Lounging on High* has many hundred people attend.

Process, impact and outcome evaluation

This project will engage a process, impact and outcome evaluation. The success of this project's process evaluation will be measured by indicators such as the extent to which the target group, the Wodonga community, was reached. The elephant toured Wodonga for some three months and was positioned at such sites as Gateway Community Health, the Wodonga Magistrates Court, Art Space, Wodonga Library, Hume Riverina Community Legal Service, Hot House Theatre Company, the Wodonga Sports and Leisure Centre and Woodland Grove. At Art Space the elephant was on display during the Wodonga Community Safe Forum which had approximately a hundred people attend. The elephant was also exhibited at Hot House Theatre Company over the space of a week in which Highwater Theatre Company staged performances each night. The elephant was also on display at the Wodonga Defense Force's Family Welcome and Information evening which was attended by nearly four hundred people. The process evaluation for this project also aimed to examine the capacity of key partners involved in this project as well as involvement from network members. The key partner for this project was Highwater Theatre Company, whose

commitment to the project was exceptional. Highwater worked within an extremely restrictive timeline and with a medium which proved extremely difficult to work with. Without the flexibility and dedication that Highwater showed, the elephant couldn't have been completed in the required timeframe. Moreover, the willingness of network members, in particular those on the planning group, to develop, plan and implement the project was one of the projects greatest strengths. Indeed, the planning group met a total of five times and was certainly the most committed planning group of the six Family Violence Prevention Networks.

The impact evaluation for this project aimed to measure the extent to which the three project objectives were met. The project's first objective was to engage a local community group through art in an understanding of what constitutes family violence. As already noted, this objective was modified by the planning group. Rather than engage a community group such as a school, it was decided that a more appropriate alternative was to engage one young artist with a lived experience of family violence to transform the elephant into a visual art piece. This objective was met with unintentional impacts on the young artist, who took great pride in her work. The second project objective was to display the decorated elephant as a visual art piece in the city of Wodonga. Again as noted above, this objective was successful as the elephant was featured in a number of prominent locations throughout Wodonga. Because of the materials used on the elephant it could not be displayed outside. This arguably proved to be a limitation associated with the project, as it was hoped that the elephant could be exhibited at Woodland Grove and other outside venues so that people walking or driving would see it.

The project's third objective was to implement an effective social marketing publicity strategy regarding family violence in the Wodonga area via the local media. The elephant launch at Woodland Grove was attended by Prime News. That night the project featured as one of the main news story, with an interview with the Project Officer and Wodonga's Senior Sargent of Victoria Police. The news story, which featured on a Friday night, Prime News estimates would have been seen by some 30,000 local residents. Due to the limited financial resources allocated to this project, the outcome evaluation aimed to involve a more targeted approach rather than trying to assess whether the project was able to reach its goal and raise awareness of family violence throughout the entire city of Wodonga. In the project plan it was detailed that this would involve asking those who attend the community celebration whether they were aware of the significance of the elephant and the message it was attempting to convey. This didn't occur, as given that the elephant launch was only attended by a small group of community members it didn't seem appropriate to ask those that were engaging with the visual art piece for the very first time, if they understood the family violence message.





PROJECT EVALUATION

Project title: Family Violence. The Hume has had ENOUGH

The Integrated Family Violence Services Hume Region

Introduction

The Integrated Family Violence Services (Hume region) implemented a community family violence awareness campaign from June until December of 2009. The campaign, titled 'Family Violence. The Hume has had ENOUGH', involved a social marketing campaign in collaboration with five local community awareness projects that were developed and implemented by the Family Violence Prevention Networks. The campaign and the localised projects aimed to raise awareness of the legislative reforms of the *Family Violence Protection Act 2008*. The campaign message focused on informing the community that non-physical forms of violence, such as emotional and economic abuse, are harmful behaviours that are now deemed criminal offences under the *Act*. The campaign message was simple, yet important, considering that a VicHealth (2006) survey on community attitudes to violence against women, found that Victorians are less likely to believe that social, emotional and economic abuse are forms of violence. The survey found:

- Nearly 1 in 5 Victorians did not believe that controlling the social life of one's partner by preventing contact with family and friends is violence (VicHealth, 2006)
- Almost 1 in 3 didn't believe that controlling one's partner by denying them money is violence (VicHealth, 2006)
- Nearly 1 in 4 didn't believe that yelling abuse at your partner was serious (VicHealth, 2006)
- Almost 1 in 5 didn't believe that repeatedly criticising one's partner to make them feel bad and useless was serious (VicHealth, 2006).

Indeed, considerable work needs to be done to ensure that non-physical abuse and other controlling behaviours are regarded as violence and are deemed just as serious and harmful to a person's wellbeing and sense of self, as physical and sexual violence.

The planning stage

At the beginning of the project, a media consultancy company was engaged to manage the media campaign. The company was provided with a project brief and subsequent briefing meetings to write and distribute several articles for the campaign. Two of the company's journalists attended the launch of the Benalla ENOUGH campaign and subsequently produced a media release. Having read the article, the Regional Integration Coordinator and

the project officer asked for content changes to ensure that the message of the ENOUGH campaign was incorporated in the media release. The company director responded by stating that the media was unlikely to engage with media releases that continued to produce similar messages as they would be considered “old news.” It was also brought to the attention of the Regional Integration Coordinator and the project officer that while media release would be produced, the company could not guarantee media coverage of the campaign or the localised projects. Subsequently, it was decided that the project officer would take responsibility for writing the campaign media releases, which would then be distributed through the Victoria Police Media Unit. This meant that the quality and appropriateness of the media material produced was in keeping with the key messages of the ENOUGH campaign.

The process and impact evaluation

The evaluation method for this campaign consisted of a process and impact evaluation. Conducting an outcome evaluation, which would assess if the campaign raised awareness of family violence and the recent law reform throughout the Hume region, was not undertaken as it was beyond the limited capacity of this project.

The impact evaluation for this campaign involved examining the extent to which the three project objectives were achieved. The first objective was to implement an effective social marketing publicity strategy for the ‘Family Violence. The Hume has had ENOUGH’ campaign. This objective was to be achieved through three key strategies. The first was to launch the campaign at an event attended by community members and service providers. The Hume campaign and its projects were launched during the Benalla ENOUGH campaign road show. The event was part of a state-wide campaign that travelled throughout Victoria. The road show was a call to action for the community, clearly stating that family violence is not acceptable in Victoria, in any culture or in any community regardless of socioeconomic status, health, education, religious beliefs or gender. The Benalla event was launched by Attorney-General Rob Hulls and was attended by approximately 100 community members and service providers. The project officer also spoke, outlining the project initiatives that the Family Violence Prevention Networks would be implementing.

The second and third strategies put in place to achieve the first project objective, were to ensure the broader campaign and each local project received media attention. The aim of this was to generate media attention regarding the networks localised projects therefore enhancing community awareness of family violence. It was also intended that through this media coverage, the project would be able to implement a social marketing campaign which would repeat the same simple message that emotional abuse and economic abuse are criminal acts of family violence. For the social marketing campaign to be effective, media material circulated, needed to outline behaviours associated with emotional and economic abuse (e.g. economic abuse can involve denying one’s partner access to the family finances),

therefore enhancing people's ability to understanding the message. It was also essential that all media material provided information about where people affected by family violence can seek help and support. All media material produced met these aims. This was largely due to the fact that media releases were written by the project officer who continued to reproduce material that focused on informing the community of covert forms of violence.

The table below details the media attention the campaign received and the ENOUGH promotional material that was distributed to the community. Indeed, both the impact and process evaluation for this project aimed to examine if the campaign successfully produced media coverage in areas where localised projects were run which was the campaigns intended target group. While this was achieved, it should be noted that given the vast geographic area which is the Hume region, many smaller communities would not have received family violence awareness material. This was arguably the biggest limitation associated with the campaign.

Family Violence Prevention Network	Television	Newspaper	Radio	Other- including distribution of ENOUGH posters, pamphlets & stickers
Alpine (Project to be completed in 2010)				-300 stickers displayed on signs throughout Myrtleford -900 pamphlets attached to Myrtleford and Bright school newsletters
Benalla		-2 articles - <i>Ensign</i> -1 article - <i>Mansfield Courier</i>		-2,000 event flier drop in Benalla -Event info featured in newsletters of 10 schools -130 health packs distributed* -ENOUGH radio ads showed during the camera advertising
Goulburn Valley	-Lead story- <i>WIN NEWS</i>			-320 health packs distributed*
Lower Hume		-2 articles- <i>Seymour Telegraph</i> .		-3,000 family violence awareness fact sheets distributed -3,000 safety cards with info about the Family Violence Act distributed -50 health packs distributed
Wangaratta		-2 articles- <i>Wangaratta Chronicle</i>	-2 interviews-2AY -1 interview- <i>ABC Goulburn</i>	-2,480 competition entry forms with ENOUGH info distributed -40 health packs* -1 article- <i>Cultural Capers</i>
Wodonga	-Lead story- <i>Prime News</i>			-50 health packs distributed
Celebration Lunch		-1 article- <i>Ensign</i>		
White Ribbon Day		-1 article- <i>Wangaratta Chronicle</i>		
8th Annual Health & Homelessness Forum				A workshop was presented by the project officer on the 6 local projects and the media campaign

*All health packs that were distributed through this campaign contained ENOUGH pamphlets and stickers as well as information relating to local family violence related services.

The second project objective was to promote the 'Family Violence. Victoria has had ENOUGH' campaign throughout the Hume region. This was achieved through distribution of the state government promotional materials, such as posters, pamphlets and stickers. As noted in the above table, nearly 1,800 stickers and pamphlets were dispensed. All Family Violence Prevention Network members also received an ENOUGH campaign pack that contained promotional material and information about the law reform changes brought forth by the *Family Violence Protection Act 2008*.

The third project objective and the process evaluation for this campaign, was to engage members of the Family Violence Prevention Networks in the ENOUGH campaign. This was to be achieved via two key strategies. The first was to engage the six networks in the development, planning and implementation of the localised awareness projects. This was achieved to varying degrees and is explained in detail in the networks project evaluations which feature in this report. The second strategy put in place to achieve the third project objective was to hold an event with a keynote guest speaker that was attended by network members. A lunch was held in Benalla to celebrate the achievements of the ENOUGH campaign and was attended by approximately 40 network members. Professor Cathy Humphries spoke about the SAFER Research and the *Bsafe* educational DVD for the Victoria Police's Blue Tube was also launched during the event and the project officer provided a presentation of the six localised network projects.

Conclusion

The 'Family Violence. The Hume has had ENOUGH' campaign generated media coverage both in relation to the localised projects and the law reform brought forth by the *Family Violence Protection Act 2008*. Given that the Victoria Police are represented on all the Family Violence Prevention Networks, the project officer was able to circulate media releases through the Police Media Unit. This was one of the greatest strengths associated with the campaign as there was no cost apart from the project officer's time producing the media releases. What's more, every media release that was made available through the Police Media Unit resulted in a story either on the local TV, radio or in the print media. With that said many smaller communities within the Hume region were likely to not have received any information associated with the campaign and indeed if a project of a similar nature was to run again this would need to be addressed.



Being safe celebrated

Enough.

The six-letter word was the objective behind a recent campaign promoting "Family Violence — Victoria has had Enough."

The campaign aimed to help reduce deaths, injuries and the emotional impact of family violence, particularly on women and children.

Launched almost 12 months ago by the Victorian Government, the Enough campaign ran until June this year and was last week celebrated locally by the Integrated Family Violence Services (Hume Region).

At a special presentation and lunch held at Benalla's North Eastern Hotel, the work and achievements undertaken during the Enough campaign were presented to six key service providers on Friday.

The gathering was also an opportunity to

launch a pilot project available throughout the Hume region.

Bsafe is a personal alarm system for women and children escaping family violence.

An initiative of Women's Health Goulburn North East in partnership with Victoria Police, Bsafe offers a risk management option for victims of family violence where they have obtained an intervention order.

The system operates through the home telephone line and the alarm is sent to a response centre who alert 000 for police to respond.

Bsafe is designed to reduce the incidence of family violence within the community and improve safety and security.

■ Bsafe is available through family violence support services and Victoria Police.

Awareness: BSafe project officer with Women's Health Goulburn North East Rachael Mackay holding the Bsafe personal alarm system, with (back from left to right) family violence advisor and Sgt with Benalla Police Lance Werner, Integrated Family Violence Services (Hume Region) family violence project officer Elly Taylor and Integrated Family Violence Services (Hume Region) regional integration co-ordinator Kerry Moylan.

Stop the violence

Police say our city averages one family incident every day of the year

Everyone can make a stand against violence

SOPHIE Mirabella (MHR, Indi) said acknowledging today's stand against violence is something everyone could do.

"By wearing a white ribbon or arm band, we are united in showing our personal commitment not to commit, condone, or remain silent about violence against women," Mrs Mirabella said.

"We need to make everyone aware that violence against women is not acceptable.

"We need to inform men that violence is not acceptable, it is not the answer; we need to empower women so that they know they do not have to suffer such violence in silence; and we need to present a clear message about what behavior is accepted in our society to our children."

Elly Taylor, family violence project officer with Women's Health Goulburn North East, said White Ribbon Day was an extremely important means of raising awareness of violence against women and children.

"It has a particular focus on men taking action and standing up against family violence," Ms Taylor said.

She said people involved in family violence could contact the Women's Domestic Violence Crisis Service on 1800 015188, or the Men's Referral Service on 1800 065973.

How can we reduce family violence? Email your views to skerwin@neneews.com.au



By **SIMONE KERWIN**
skerwin@neneews.com.au

FAMILY violence is an ever-increasing problem in Wangaratta, with local police attending an average of one incident each day.

Sergeant Damian Loiterton, family violence liaison officer for Wangaratta, said incidents could stem from a range of issues, including financial difficulties, separation and relationship problems.

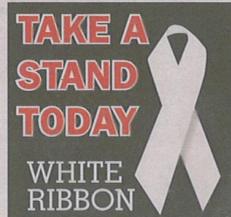
"It is not an out-of-control issue, but to be seeing an average of one incident a day, it is an issue," Sgt Loiterton said.

"I would like to see that reduced by 50 per cent; ideally, I would like to see it at zero."

While police are often called to diffuse the situations, Sgt Loiterton said many Wangaratta people would be unaware of the incidence of family violence unless they were directly involved.

But as the world marks International Day for the Elimination of Violence Against Women today, locals are being urged to make a stand against the issue - and wear a white ribbon.

Sergeant Lance Werner, who oversees family violence issues for the Hume police region, said Wangaratta, like



other areas, dealt with both physical and verbal violence.

"Fortunately only a small percentage end in hospitalisation or any serious injuries, and we haven't had a death," he said.

"We're being proactive and have a number of programs we run for early intervention... aimed at stopping verbal violence escalating."

Sgt Loiterton said Wangaratta was lucky to have a range of agencies to assist victims of family violence, as well as those who commit the violence.

The latter includes the Ovens and King Community Health Service's men's behavior change program - a 12 week program offered to men who commit family violence.

Sgt Loiterton urged anyone aware of someone experiencing family violence to encourage them to get support.

"If you are in a situation where you are in fear for your safety, dial 000," he said.

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