

**INNOVATIVE  
PARTNERSHIPS:  
A CASE STUDY OF A  
COMMUNITY EDUCATION  
CAMPAIGN –  
*VIOLENCE AGAINST  
WOMEN: IT'S AGAINST  
ALL THE RULES***

by

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**Innovative partnerships: A case study of a  
community education campaign –  
Violence Against Women: It's Against All the  
Rules**

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**Goals:** To share information and experiences from the implementation of the *NSW Violence Against Women: It's Against All the Rules* campaign and discuss issues of public education campaigns and working with non violent men and non traditional partners.

**Learning Objectives:**

1. Participants will form an understanding of the Violence Against Women: It's Against All the Rules.
2. Strategies for developing public education campaigns.
3. Participants will further develop their knowledge of successful strategies for working with non-traditional partners through group interaction.

**Time:** 45 mins

**Materials:** Pens, papers, list of  
Campaign materials:  
Posters  
Campaign CD  
Campaign booklet  
Materials developed in regions

Video clips and photos of regional campaign activities

**Equipment:** Video, tape player, overhead projector / PowerPoint display

**Handouts:** Questions for participants on paper

## **Workshop overview:**

1. Presentation of the NSW Strategy to Reduce Violence Against Women
2. Presentation of the concepts behind the *“Violence Against Women: It’s Against All the Rules”* campaign
3. Implementation of regional campaigns by and the innovative partnerships developed with businesses and sporting groups.
4. Outcomes from the evaluation of the first phase of the campaign, lessons learned from the strategies used
5. Questions to facilitate discussion around strategies for public education campaigns (particularly violence prevention, social marketing and community development) and issues related to engaging and working with men to prevent violence against women.

## **Presentation of the NSW Strategy to Reduce Violence Against Women**

The *NSW Strategy to Reduce Violence Against Women* is a co-ordinated statewide program which aims to reduce the incidence of violence against women and provide support and advice to those women who experience violence. The strategy is funded by the NSW Attorney General's Department, Department of Community Services, NSW Health, NSW Police Service and supported by the Department for Women.

The *Strategy* is comprised of several key structural elements:

- The Violence Against Women Specialist Unit which is located in the Crime Prevention Division of the NSW Attorney General's Department.

The Unit is responsible for developing strategic policy responses to issues of violence against women; coordinating and resourcing the work of the other 3 elements of the strategy and researching and developing statewide strategies and programmes for the *NSW Strategy to Reduce Violence Against Women* in order to address common concerns across the state.

- Seventeen (soon to be 18) Regional Violence Prevention Specialists, who are the regionally based staff of the Violence Against Women Specialist Unit, are located in 17 regions throughout NSW.

Their main roles are to identify and assist partners to develop strategies to address regional violence prevention concerns; to raise priority community issues regarding violence against women and to work with the Unit in developing strategies to address the concerns.

- The NSW Council on Violence Against Women, with membership drawn from government departments and the community sector which provides high-level advice to the State Government on issues of violence against women and the development of policies and strategies to address the issues raised.
- A State Management Group comprising representatives from the Government agencies working within the Strategy, which oversees the work of the Strategy.

The NSW Council on Violence Against Women terms of reference include:

to promote an understanding within government and the community of the diverse forms of violence against women from all population groups and to propose strategies to reduce the level of violence.

One of the strategies employed by NSW was a decision to develop a statewide public education campaign. The campaign was undertaken by the Violence Against Women Specialist Unit and Regional Violence Prevention Specialists.

A Statewide Campaign Sub-committee was convened to facilitate this process. The Sub-committee was comprised of government and community experts in the areas of public education, marketing, resource production, health promotion and criminology (specifically violence against women). NSW Sport and Recreation, a number of community groups and community-based agencies were also actively involved in developing and supporting the campaign.

The subcommittee defined a community education campaign as:

a set of coordinated strategies (including mass media) designed to change attitudes or awareness or behaviours or values in a significant proportion of the population (or population group).

The sub-committee developed a set of key values or principles to guide their work. The principles included:

- a recognition of the importance of community/public education and information exchange as important strategies to reduce/prevent violence against women;
- a recognition that the campaign should be a part of a continuum of strategies to prevent violence against women;
- ensuring that community education activities do not duplicate others but rather that they are value adding;
- a commitment to working in partnership with other agencies;
- the committee draws on national and state research to develop and evaluate the campaign;
- a 'bottom up' philosophy that the strategies are informed by the grass roots work of the Regional Violence Prevention Specialists; and,
- a commitment to building the community capacity to challenge/confront and address the issue of violence against women.

## About the statewide campaign

<b>Target group:</b>	The primary target group is men aged 21-29 years
<b>Promotional strategies:</b>	Using 'sport' as a promotional vehicle.
<b>Beneficiaries:</b>	Women Community / future generations
<b>Campaign focus:</b>	The focus of the campaign is to encompass the range of violent and abusive behaviours identified by the NSW Strategy to Reduce Violence Against Women and to encourage non-violent men to speak out against such behaviours.

The campaign contains four broad components:

- The development of advertising resources (including a logo, slogan, key messages and visuals) and the placement of these materials for high profile promotion;
- A public relations strategy, including the targeting of key statewide and regional media;
- Regional and local implementation, including media advocacy and community-based projects and development of other materials. This regionally based strategy is one of the key elements of the campaign and the implementation has been diverse; and
- An evaluation strategy.

The **overall goal of the campaign** is the prevention or reduction of violence against women rather than the promotion of services.

### Campaign Objectives:

1. Increase the unacceptability of violence against women;
2. Stimulate discussion amongst men who would not normally discuss this issue;
3. Encourage men to have a broader understanding of the sorts of behaviours that constitute violence against women; and

4. Encourage men to have a broader understanding of the ramifications of violence and abuse such as: effects on children, enhanced community fear of men, social restriction of women etc.

### Strategies

- Create a public message and campaign materials that encourage men to be a part of violence prevention;
- Implement a communication strategy to generate publicity and promote the campaign;
- Provide information to men on how to prevent violence against women;
- Provide information to other organisations and community groups on men's role in preventing violence against women.

## **Concepts behind the “Violence Against Women: It’s Against All the Rules” Campaign**

The campaign is founded on two forms of best practice:<sup>1</sup>

- (a) Models that guide the use of mass communication strategies for changing behaviour; and,
- (b) Contemporary theories that explain violent behaviour and behaviour change using a social learning framework.

### **(a) Models that guide the use of mass communication strategies for changing behaviour**

Social marketing evolved as a technique to influence social norms and health behaviours in the 1970s. The early approaches were based on the adaptation of established commercial marketing techniques for the achievement of social change.

More recently, social marketing has been defined as:

The application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society (Andreasen, 1995).

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<sup>1</sup> This section draws on the work of Tahn O'Brien which framed the theoretical underpinnings of the social marketing strategy for the campaign.

The statewide campaign project draws on the principles of social marketing to develop strategies by which to change attitudes and/or behaviours.

Social marketing:

- Is directed at both personal and social structural change;
- Recognises that the consumer's needs must be addressed rather than dictated to;
- Emphasises the importance of developmental and process research, using methods such as focus group discussions, to ensure that campaigns are perceived as relevant for the target audiences;
- Audience segmentation is essential to correctly targeting the communication messages and avenues;
- Includes the concept of 'voluntary and mutually beneficial exchange', or the notion that campaigns must provide benefits for both the consumers and promoters rather than attempting to coerce target groups;
- Is based on the four Ps taken from marketing theories – Product, Price, Promotion and Place;
- Three additional Ps were specifically developed for social marketing:
  - Partnership* (Working with others with similar goals)
  - Policy* (Complementing/influencing policy, Changing environments as well as individuals)
  - Politics* (Scanning the horizon for threats, Strategies for engaging support – communication and consultation)

The process of developing a campaign project using social marketing can be broken down into six stages:

- Stage 1: Planning and selecting a strategy
- Stage 2: Selecting channels and materials
- Stage 3: Development of campaign materials and pre-testing
- Stage 4: Implementing the program
- Stage 5: Assessing effectiveness
- Stage 6: Refinement through feedback

## **(b) Contemporary theories of violence and prevention**

Most women experience violence at the hands of someone they know. Across the spectrum of types of violence, women are usually the victims of male violence (ABS, 1996). It is now a widely accepted view that such violence is used by men to take control in a situation or relationship (both intimate and non-intimate).

The *NSW Strategy to Reduce Violence Against Women* understands violence against women in the context of unequal power relationships in our society and that there is a need to address the social conditions that influence and permit gendered violence. Thus models of crime prevention, such as primary, secondary and tertiary, can be applied to reduce violence against women, provided they are implemented in a climate which demands policy and practice that confronts men's licence to abuse.<sup>2</sup>

Other theories that were drawn upon in the development of the campaign were:

- Duluth Models.
- Social learning model.
- Feminist understandings of violence.
- Crime prevention theory.

With a particular emphasis on the fact that to promote women's safety, men need to take responsibility for their own and their brothers' behaviour in both private and public spheres.<sup>3</sup>

- Theories on the cycle of violence.
- Concepts of contemporary and traditional masculinities.
- Other research.

Other research that has informed the development of the campaign has included recent research regarding the experience of women surviving domestic violence (Keys Young, 1998), the differences in the ways that women and men experience violence (Bagshaw & Chung, 2000; Flood, 2000), research and strategies on implementing campaigns with culturally

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<sup>2</sup> This paragraph was first included in Venkatraman (2000).

<sup>3</sup> *Ibid*, page: 181

and linguistically diverse communities (Kavanagh & Kaur, 1996; Cultural Perspectives, 2000).

The Freedom from Fear campaign research which highlighted strategies will engage men effectively to become interested and involved in preventing and reducing violence against women and how can to devise our messages to actually reach men and boys rather than result in defensiveness or defiance.

Partnerships Against Domestic Violence (PADV) has also commissioned research into strategies of working with men on issues of domestic violence and published papers in February and June 2000.

#### Community attitudes:

The extent of violence against women remains a significant problem, however over the last 20 years, awareness of the nature and extent of violence against women in Australia has grown dramatically. This awareness reached by the activism of feminists around the world has lead to the development of an extensive range of support and legal services for women who experience violence. Such services provide accommodation, counselling, information, advocacy and support.

While community attitudes have changed for the positive, there is still a lot of scope improving community attitudes and knowledge about the realities of violence against women. Research commissioned by the Office of the Status for Women in 1995 into community attitudes towards violence against women generated some interesting findings (OSW, 1995):

- The young people surveyed considered sexual violence generally unacceptable though some were uncertain about what constitutes consent and whether it was dependent on prior relationships or a girl's reputation and behaviour.
- Some members of the community inappropriately link positive behaviours attributed to masculinity (such as aggressiveness, strength, competitiveness and toughness) and violence and manipulation between men and women.

#### Campaign rationale

Prior to the *It's Against All the Rules* campaign most similar public education campaigns in Australia had focussed on the physical violence end of the

spectrum with particular focus on the criminal justice and social welfare aspects of both domestic violence and sexual assault.

The Council recognised that an approach that encompassed the broader range of violence issues was required.

After consultations<sup>4</sup> the campaign sub-committee decided that the focus of the campaign would be broad, that is, *encompass the range of violence and abusive behaviours encompassed by the NSW Strategy to Reduce Violence Against Women*, although it was also considered that some campaign activities may be more specifically focused.

Previous similar public education campaigns have tended to feature victims of violence and services available to them. This campaign required a focus on changing attitudes that permitted certain forms of violence to persist in the community, without portraying or specifically targeting victims.

The campaign seeks to build upon the positive changes in community attitudes. Specifically, the campaign seeks to enhance the community's capacity to challenge and address the issue of violence against women. Positive and constructive messages were favoured over simplistic fear-based initiatives in order to build trust and optimism in the community regarding the potential for change.

The campaign aims to influence the attitudes of men aged 21 - 29 years using 'sport' as a promotional vehicle. The campaign is not directly targeting perpetrators of violence.<sup>5</sup>

The campaign seeks to communicate a message that invites men to engage in the issue and discuss their role in reducing and/or preventing violence against women.

Sport was chosen as a mechanism for promoting the campaign because:

- Males are highly involved in sport both as participants and as viewers (for example, participation rates for males in the 18 - 24 years age group is 77.8 per cent) (ABS, 1997-98);

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<sup>4</sup> See Appendix 1: Stage 1 for more details on consultations.

<sup>5</sup> Perpetrators of violence are being targeted by other strategies, for example:

- There is an emphasis on criminal justice system responses to violence (e.g. pro-arrest policy, use of AVOs etc.);
- NSW Police Service are focussing on offenders in their domestic violence community education campaign; the NSW Government is investigating the efficacy of intervention

- Using sports as a vehicle provides:
  - ◊ a possible source of spokespeople (heroes of the target group);
  - ◊ targeted placement of campaign messages (e.g. banners at sporting venues);
  - ◊ sponsorship and support by sporting clubs and associations;
- Sports acts as a 'leveller' of other socio-cultural categorisations;
- Sports are a way of accessing not just men in the target group but also the people who influence them (e.g. friends, fathers etc.);
- There are a vast range of sports and other recreational activities that are popular; and
- Sports provide an opportunity for men to gather in social groups.

## **Implementation**

The campaign, which has been running for 14 months, has been well received throughout New South Wales and there has been interest from other states and countries.

The paid advertising was carried out as planned on the busses and radio stations in Sydney, Wollongong and Newcastle between January and April and the implementation of regional campaigns, which have been varied in both timing and style, are continuing in most areas around the state.

## **Posters**

Paid advertising on bus backs commenced in Sydney, Wollongong and Newcastle on 136 buses from January 1 to April 30, 2001.

An initial 2,500 large format posters were also produced and distributed to interested agencies and clubs, in the first two months of the campaign. Another 4,000 of each poster were produced and approximately 3,000 have been distributed to date.

The posters featured famous Australian sportsmen, and used references to sporting terms:

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programs for perpetrators through a pilot project. The pilot is being managed by the Violence Against Women Specialist Unit, and began in July 2001.

- Michael Slater Cricket: “Sledging woman? That’s verbal abuse!”
- Mark Bosnich Soccer: “Marking a woman, watching her every move? That’s stalking!”
- Dale Lewis AFL: “Striking a woman? That’s assault!”
- Laurie Daley NRL: “Force a woman into touch? That’s sexual assault!”

## **Information Booklets**

3,000 booklets aimed at assisting agencies to become more involved and support the campaign were distributed in the first month of the campaign and another 2,000 were distributed in the subsequent months.

## **Radio Advertising**

The paid radio advertisement commenced on January 22 and continued for six weeks on 2MMM, 98FM (Wollongong) and NXFM (Newcastle).

The Regional Violence Prevention Specialists co-ordinated the distribution of the radio announcement as a Community Service Announcement to other radio stations around the state.

## **Campaign Launch**

The campaign was launched on 6 December 2000, by the NSW Attorney General Mr Bob Debus. The launch was compered by Sydney Morning Herald columnist and TV host Mr Tony Squires.

Mr Squires emphasised that non-violent men need to become involved in preventing violence against women “we can help stop the violence” he said. He said that it wasn’t enough to just think that violence against women is wrong but that they have to take action against violence and speak up against it.

## **Regional Implementation**

### *Macquarie Region*

The launch of the campaign in Dubbo involved the senior teams from the different codes. Players demonstrated their skills by swapping codes and playing several minutes of each code. A mini Olympics was also held and tested their skills. The day promoted good sports behaviour on the field and promotion of positive behaviour off the field. Local sports commentator Geoff

Mann interviewed players about violence against women and their involvement in the campaign. The Launch was covered on Prime TV. Sports support of the campaign continued throughout the season with campaign banners displayed in sports fields across the region.

Campaign activities have also included:

- A double page spread in local paper with over a dozen local businesses advertising that they support the campaign.
- Interviews of Specialist and members of the campaign working party on local radio stations regarding the campaign, and regular community announcements promoting the launch of the regional campaign on local radio stations.
- A trivia night in Cobar to promote campaign planned with sporting clubs.
- A dinner with sporting clubs to promote campaign in Coonabarabran – a reputed sportsman was the guest speaker.

New England

The New England campaign has included:

- 3 months of TV advertisements on Prime TV featuring 3 key local sportsmen talking about violence against women: Matthew Ryan – Moree Rugby League; David Banovich – Tamworth Rugby Union; and Rodger Munday – Armidale Rugby Union.
- A local launch of the campaign on 1 June with local TV, radio and print media.
- Sponsorship of New England and Central North referees. Referees wore jerseys with the slogan “Violence Against Women: It’s Against All the Rules” for a season.

Greater Murray Region

A working party worked with the AFL commission southern branch to launch the local campaign at the AFL carnival in July 2000. The spokespeople were local sportsmen Darren Wallett (AFL player for the Turvey Park Bulldogs) and Stephen Shultz (AFL player for the Wagga Tigers). They are featured on a local poster, discussed the campaign in local schools and were involved in

other activities around Wagga Wagga and were interviewed by Tony Squires for the launch of the statewide campaign in Sydney in December 2000.

The Albury campaign was launch in June by campaign spokesperson Tony Squires. 30 local sportsmen are featured on a local poster.

#### Northern Rivers Region

The local campaign was launched at a family sports day during Stop DV week (April).

The campaign posters displayed in Ballina Shire Council rooms as part of the Violence Against Women plan in the strategy of the Ballina Shire Crime Prevention Committee.

Promotional activities were run with the Byron Shire Stop Violence Against Women Committee and Men's Group.

The regional Department of Sport and Recreation promoted the campaign through their monthly newsletter to sporting networks.

#### Central Coast

18,000 fans who attended the NRL game between Northern Eagles and the Newcastle Night at Northpower stadium on May 26 were also part of the launch of the Violence Against Women: It's Against All the Rules campaign for the Central Coast region. Northern Eagles star Brett Kimmorley and Nights player Matthew Gidley were interviewed about their support of the campaign, snapshots of the interviews were aired during the leadup to the game. A poster of Brett Kimmorley was produced to support the campaign and displayed with other campaign posters and banners were displayed around the field, including one under the scoreboard – where the television cameras caught it with each score. A banner was displayed in North Power Stadium for 4 weeks following the match.

#### The Central Coast campaign also included:

- The campaign radio ad was aired on SeaFM in the second half of April as part of a community awareness project highlighting safety and community responsibility to saying no to violence, this campaign was timed to coincide with Stop DV Day. The ad was also aired for four weeks in May-June to coincide with the local campaign launch.

- Banner is being displayed across the F3 freeway – Allison Road for 4 weeks.
- Gosford City Council displayed posters in all council owned buildings. The Mayor supported the campaign through media releases and at a match friendly rivalry wager with the Newcastle Mayor.
- A Northern Eagles competition draw card was developed by the Central Coast campaign working group, which includes information for men about the campaign and why they should be involved in preventing violence against women, 9,500 cards were distributed to male spectators on May 26.

### Illawarra Region

The Illawarra campaign included the development of a 4-page information flyer which was mailed out with the regional department of Sport and Recreation newsletter. The flier was also used throughout the rest of the state.

The campaign also included:

- Liaison with South Eastern Region student consultative committee, which includes students from the Illawarra and Southern Regions,
- Consultation with Aboriginal service providers and members of the Aboriginal community to develop strategies for an Aboriginal sports role model for the Aboriginal community.
- International Surfer Michael Lowe has also agreed to support the campaign.

### Mid Western Region

The Mid Western campaign has included liaison with local hoteliers who agreed to display campaign posters in most Hotels in Orange. The local press promoted the campaign and the use of posters in hotels.

### Southern Region

Cubes aimed at young people with slogans about date rape and the *It's Against All the Rules* slogan were produced and distributed as part of the campaign in the Southern region.

### Mid North Coast Region

The mid north coast campaign was launched in the local media prior to Stop DV Week.

Posters have been displayed at various services and locations throughout the region, including health services, police, courts and non-government organisations.

### Central Sydney

The Central Sydney campaign has included:

- Liaison with the Department of Juvenile Justice to implement the campaign in the department through group programmes, training centre for staff and harassment prevention programme.
- Working with University of Technology Sydney and the University of Sydney Equity & Diversity Units and Students Unions on implementation strategies within the universities.
- Liaison with the statewide Student Representative group and South Sydney Leagues Club to plan various promotional activities.

### South Eastern Sydney

The SE Sydney campaign has included the development and launch of a campaign at the University of NSW coordinated with the Equity and Diversity Unit, student guild and university sporting club. Campaign spokesperson Tony Squires conducted interviews of sportsmen Cricketer Geoff Lawson and Roosters player Craig Wing at the launch in May 2001.

Local campaign materials were developed featuring sporting heroes Andrew Ettingshausen and Brad Fittler. Fittler postcards were distributed at the final State of Origin game. Andrew Ettingshausen (ET) also supported the campaign by attending a workshop held at a youth centre in Sutherland. Postcards were made of ET and the young people with messages informing young people about healthy relationships.

### South Western Sydney

Two working parties were formed to develop campaigns in SE Sydney. The Spanish speaking working party selected the campaign slogan and the sportsman to be the face of the campaign: internationally renowned Spanish

speaking Australian soccer player Gabriel (ChiChi) Mendez who now plays for the Northern Spirits. Chichi Mendez features on campaign promotional materials, including posters, postcards and stickers. Ruben Fernandez Director of Spanish Programs on SBS radio launched the Spanish Speaking campaign during the Argentinian Community's National Day Celebration at the Argentinian Fogolar Furlan Social Club in May. Over 500 people attended the celebration; the poster and speeches were very well received.

The Marconi club also promoted the campaign and played the radio advertisement during their home game in April.

The Arabic speaking working party invited local Arabic speaking Bulldogs hero Hazem El Masri to be the face of the Arabic language campaign materials. The Arabic language campaign was launched in June during a Community Safety Expo in Bankstown by Assistant Commissioner Chris Evans, Region Commander for the Georges River Region.

#### Western Sydney

A working party was formed in Western Sydney with Aboriginal community members to design the regional campaign. Track and Field star Jermain Khan was chosen to be the face of the campaign and the working party designed the slogan: "let's keep our mob on track" for the regional poster.

The Campaign was launched with local Aboriginal community at a Family Day in Mt Druitt in April. Two well-known Aboriginal sportsmen from Penrith Panthers, Sid Domic and Rhys Wesser, spoke at the launch. The captain from Parramatta Eels attended and spoke at the top DV Day activity in Parramatta.

Special cards for men featuring campaign messages were developed and distributed on Stop DV Day.

The Western Sydney campaign has also included:

- The provision of information and consultation sessions regarding the promotion of campaign in the 6 campuses of University of Western Sydney.
- Support of Corrective Services in the promotion of a sports day at Parklea correctional centre – inmates and staff wore T-shirts with the campaign slogan. Inmates raised \$1000 for a local family support service.

### Wentworth region

The Wentworth campaign included the presentation of the campaign at inter-school activity to 150 students from 6 schools. This received good media coverage in 'Catholic Outlook' area school paper.

- The Blue Mountains RSL and Bowling clubs and Liquor Licensing Board of Hawkesbury are keen to support the campaign, display the posters and materials.
- Campaign promotion at a Penrith Panthers sports event.
- Work with the Macquarie Regional Police Command and the University of Western Sydney to develop campaign strategies including a seminar "Building Bridges and Looking Forward" highlighting the problems of violence against women.
- A local cricket team is also being sponsored to feature the campaign on their sporting clothing for a season.

### Northern Sydney

Sports star Brett Kimmorley was launched as the spokesperson for the Northern Sydney campaign in Northern Eagles vs. Newcastle Nights game at North Power Stadium on 27 May 2001.

Brett Kimmorley features on a poster developed to support the local campaign. The posters are beginning to be distributed to all Leagues Clubs, Youth service and men's clubs.

Campaign banners were displayed on 4 bridges and overpasses in the Northern Sydney region promoting the campaign message.

## **Evaluation**

The evaluation of the NSW statewide campaign Violence Against Women: It's Against All the Rules commenced in August 2001.

Undertaken by independent evaluator, Carol Hubert, from TAFE NSW, the evaluation attempted to assess the effectiveness of the campaign strategies.

The evaluation has asked almost 600 men questions about the campaign and its messages through focus groups and surveys. 373 respondents lived in

metropolitan areas (including Newcastle and Wollongong) and 220 respondents lived in rural and regional NSW.

The campaign materials were most widely recognised in the metropolitan areas and primarily through the posters which were placed on the backs of busses in Sydney, Wollongong and Newcastle between January and April 2000.

Intense regional campaign activities were also recognised by respondents who reported knowing about or attending community events and hearing local TV and radio coverage.

83% of the respondents reported that the message of the campaign was that violence against women is 'not on' and an impressive 59% of respondents could recall the campaign slogan.

Men responded that they thought the use of sportsmen was clever and effective in raising men's interest and making the campaign memorable. Some said that the message would do as well coming from other 'ordinary blokes'. 93% of the sample reported following sports and 76% reported actively involved in sport themselves.

**The challenge is still to get men to talk in depth about violence against women.** 91% of target group respondents (21 – 29 years) reported the issue was not one they would talk about with their peers, irrespective of the campaign. However, 68% of respondents agreed that men are open to messages about violence against women and that the campaign message was regarded as an effective reminder about the issue – men 'registered' the message but did not dwell on it.

Focus group respondents generally agreed that they would challenge a friend about his behaviour directly if they thought it constituted violence, but the issue of violence against women would not be broached in general conversation and certainly not in a 'touchy feely' way.

Many of the respondents said they were not yet comfortable talking about the issue with their mates. The active involvement of men in the implementation of the campaign is a significant step. Also raising the awareness and profile of non-violent men to encourage men to take up the challenge in confronting violence against women and speak up as non-violent role male models.

## **Lessons Learned**

The major successes have been in the implementation of the regional campaigns where more in depth messages about the impacts of violence can be conveyed, local people can be actively involved in developing campaigns that are culturally appropriate and regional spokespeople can facilitate the call to action for the local population.

The anecdotal feedback from community and government groups and from the Regional Violence Prevention Specialists is that there has been a lot of interest from men in supporting the campaign. Indeed at times the support has been a surprise to the workers, some of whom had not worked with partners such as sporting clubs and sporting teams prior to this campaign.

It is not surprising, however, there has also been some backlash – men asking “what about violence against men” or that some women ‘ask’ for or ‘deserve’ violence.

Naturally these attitudes exist in the community and the campaign is aimed at providing an opportunity to confront these attitudes. One lesson learned is that the messages on the posters need to be accompanied by more detailed information in order to address such entrenched attitudes.

## **Planning and documentation**

- The planning phases (research of previous campaigns, consultation with key stakeholders and of the campaign) and articulation of the theoretical underpinnings of the campaign were essential to the development of the campaign.
- Insufficient resources were ordered for the regional implementation of the campaign and some delays were experienced whilst reprints were ordered.
- It is essential to document the following in order to assist corporate memory – in order that all staff can follow the progress, reasons for decisions and theories of the campaign:
  - ◇ processes undertaken
  - ◇ theoretical underpinning’s
  - ◇ necessary steps to be undertaken

- ◇ departmental /organisational procedures required

When implementing a large campaign of this nature involving a range of people in the implementation, it is also useful to provide:

- ◇ Proformas e.g:
  - ◆ media releases
  - ◆ copyright agreements
  - ◆ police check agreements
  - ◆ style guides for development of support materials – the exact fonts and colours to be used to maintain continuity of style for the whole campaign
- ◇ Information on philosophies and techniques used and expected (e.g. social marketing techniques, pre-focus testing of materials etc.)
- ◇ Consider who needs to be involved in the development and approval of materials and incorporate the consultation/approval process when planning time frames for launches/events.

### **Use of high profile people**

- Establishing clarity about copyright of individual images, logos etc is essential with all agencies and high profile people used prior to development of materials.
- Many of the regional sportsmen involved responded very positively to the campaign and a number of them said that they became involved because of the high profile sportsmen used.

### **Use of local sportsmen**

- Provides a local flavour – local people know and can identify with the local person.
- Provides opportunity for more in depth work – workshops with different groups.
- Training or briefings of the spokespeople have been an important part of the capacity building in the campaign and feedback from a couple of the sportsmen involved has been that they have subsequently been able to

assist friends in dealing with issues of domestic violence as a result of the information they learnt through the campaign. More information is being sought from these men in the outcome evaluation.

### **Advertising & public relations issues**

- When developing contractual agreements it is important to clarify the exact expectations and theoretical underpinnings of the campaign.
- Regional specialists raised some concerns regarding the fact that there was a focus of paid advertising in only 3 metropolitan areas. This had been suggested by the advertising agency as the best means to reach 80% of the target group at least once - due to the high population density in the areas targeted (Sydney, Wollongong and Newcastle).

### **Where to from here**

Government and community agencies, sporting groups and Regional Violence Prevention Specialists are continuing to implement the campaign throughout the State. The focus that is required at this stage is to build on the general ideas and promotional materials developed with activities that actively engage the target audience and encourage the participation of men to increase their knowledge of Objective 4:

To encourage men to have a broader understanding of the ramifications of violence and abuse such as: effects on children, enhanced community fear of men, social restriction of women etc.

The strategies that are being developed include:

- Training sportsmen / role models to assist or run workshops about the campaign goals with young people in schools and youth services.
- Development of other educational materials to give to men e.g: fliers on how they can become involved in the campaign / impact of violence against women etc.
- Development of educational materials to be displayed in men's public bathrooms.

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**Questions to facilitate discussion around strategies for public education campaigns (particularly violence prevention, social marketing and community development) and issues related to engaging and working with men to prevent violence against women.**

- Participants men / women
- Questions on:
  - ◇ Theories of violence underpinning the campaign
  - ◇ Social marketing
  - ◇ Community development
  - ◇ Engaging and working with men
  - ◇ Engaging and working with non-traditional partners
- How think men would respond to the campaign?
- Result of the campaign
- Develop a community education strategy
- How they would focus on developing