Generating Equality and Respect

A new model for the primary prevention of violence against women

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Our presentation today will

• explore the unique program model and cross-organisational partnership of Generating Equality and Respect;

• contextualise the program within state and national prevention activity and the evidence base;

• and share some key lessons and principles for prevention based on our experience so far.
Primary prevention

• Preventing violence against women from occurring in the first place

• Underlying determinants
  – unequal gender relations (gender inequality)
  – adherence to rigid traditional gender roles (stereotypes)

• *Generating Equality and Respect* is a 3-year trial of a site-based, saturation approach to the primary prevention of violence against women (2012-2015)
Program Goals

• Build communities, cultures and organisations that are gender equitable and value and support non-violent norms
• Foster respectful and equal relationships between men and women
• Realise sustainable primary prevention through strong collaboration with established and new partners
• Pilot an innovative model for the primary prevention of violence against women that is transferable and informs practice
Phase I
2007–2008
Seeding prevention programs
• 12 month funding
• 29 projects
• $870,000 total

Phase II
2008–2011
Consolidating & evaluating prevention programs
• 3-year funding
• 5 projects
• $1.5 million total
• Evaluation capacity building

Phase III
2011–2012
Sustainability of prevention practice
• 8 month funding
• $300,000 total
• Tools, resources and guidelines

Phase IV
2012–2015
Transferring and embedding prevention programs in one site
• 3 years funding
• Single site
• $1 million total
• Cross-sector activity
• Research and evaluation
State and National Context

A Right to Respect: Victoria’s Plan to Prevent Violence Against Women (2010-2020)

Victoria’s Action Plan to Address Violence against Women and Children (2012-2015)

Royal Commission into Family Violence (2015)

National Plan to Reduce Violence against Women and their Children (2010-2022)


2007 VicHealth evidence-based framework to guide the primary prevention of violence against women in Victoria
Evidence informed model

• Applying **socio-ecological framework**
• Employing **multiple mutually-reinforcing activities across a number of settings or sectors**
• Using previously **tried and tested** activities
Socio-ecological framework

Figure 1. A socio-ecological understanding of the drivers of violence against women and their children

From: Our WATCh, Policy Brief, Principles of the Theory of Change
<table>
<thead>
<tr>
<th>Setting</th>
<th>Name</th>
<th>Description</th>
<th>Key activities/programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male-dominated corporate workplace</td>
<td>Generating Equality and Respect Partnership with Robert Bosch (Australia)</td>
<td>Build the capacity of a workplace in Clayton to promote respectful relationships between men and women</td>
<td>MOU partnership and whole-of-company approach for cultural change</td>
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<tr>
<td>Youth practitioners</td>
<td>Monash Partners in Prevention Network</td>
<td>Build the capacity of practitioners to promote respectful relationships amongst the young people they work with</td>
<td>Community of practice for networking, information sharing and professional development</td>
</tr>
<tr>
<td>Maternal and Child Health Service</td>
<td>Baby Makes 3 Program</td>
<td>Engage clients and staff of the service in Clayton to build equal and respectful relationships in the transition to parenthood</td>
<td>Integrated group program for new parents to explore gender roles and expectations</td>
</tr>
<tr>
<td>Local government</td>
<td>Monash City Council Generating Equality and Respect</td>
<td>Strengthen the capacity of the Council to address the underlying causes of violence against women</td>
<td>Comprehensive organisational change agenda</td>
</tr>
<tr>
<td>Community health service</td>
<td>MonashLink Community Health Service Generating Equality and Respect</td>
<td>Strengthen the capacity of the health service to address the underlying causes of violence against women</td>
<td>Comprehensive organisational change agenda</td>
</tr>
</tbody>
</table>
Evidence informed practice

• Informed by **theory of change** and designed to support change
• Starting from a **collective understanding of underlying determinants of gender-based violence**
The Model

Generating Equality and Respect is primarily distinguished from other current primary prevention practice models being trialled in Victoria, in that it features both depth and breadth of activity in one geographical location. Known as a *site-based saturation approach*. 
Key features

Workforce capacity investment

Site-based saturation
(overlay depth and breadth; multi-sector, multi-setting, multi-layered)

Dedicated planning

Participatory learning evaluation

Partnership

Partnership (at both governance and operational levels; collective impact)

Participatory and learning-oriented approach to evaluation (with integrated capacity building)

Investment in workforce capacity
(at all levels within partner agencies; in settings/sectors)
Sustainable organisational change

Monash City Council
- Developing a Gender Equity Strategy
- Gender equity integrated into community development
- Men’s Action Group
- Workforce capacity for bystander skills

MonashLink Community Health Service
- Organisational policy statement
- Integrated gender audit & analysis for policy, program & services
- Gender equity integrated into health promotion
- Workforce capacity for PVAW and gender equity
Estimated 15,000 people have seen social marketing message.

735 people participated in programs or training.

REACH

480 people consulted in planning, needs assessment and policy development.

Estimated over 1,000 people attended an event.

Say NO to violence against women.
Say YES to equality and respect.

Generating EQUALITY & RESPECT
Lessons & reflections

✓ Having both visible organisational leadership and participation by men is crucial.
✓ Acknowledge that it takes time and practice for all of us – including our leaders, and women and men – to have the ability and confidence to champion gender equality.
✓ Reach into the community by local government and community health service enables collective impact of the program.
✓ Cultural change in settings is facilitated when the program is embedded.
✓ The non-traditional role of the funder as program partner creates an environment of learning and sustainability.
✓ A tension exists between seizing opportunities for innovation and collaboration, and staying focussed on the tried and tested strategies.
✓ Communications planning is ongoing, continually seeking to help people make the link between violence against women and gender inequality.
✓ It is important to acknowledge existing and historical women’s advocacy and action against gender violence, and work alongside and stay informed by secondary and tertiary prevention efforts.
An equal and respectful Monash community where women are free from violence

Questions....

Further information

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