

Generating Equality and Respect

**A new model for the primary prevention of
violence against women**

Jane Torney

Program Manager, Monash City Council

Bronwyn Upston

Prevention Practitioner, MonashLink Community Health Service

12 February 2015



Our presentation today will

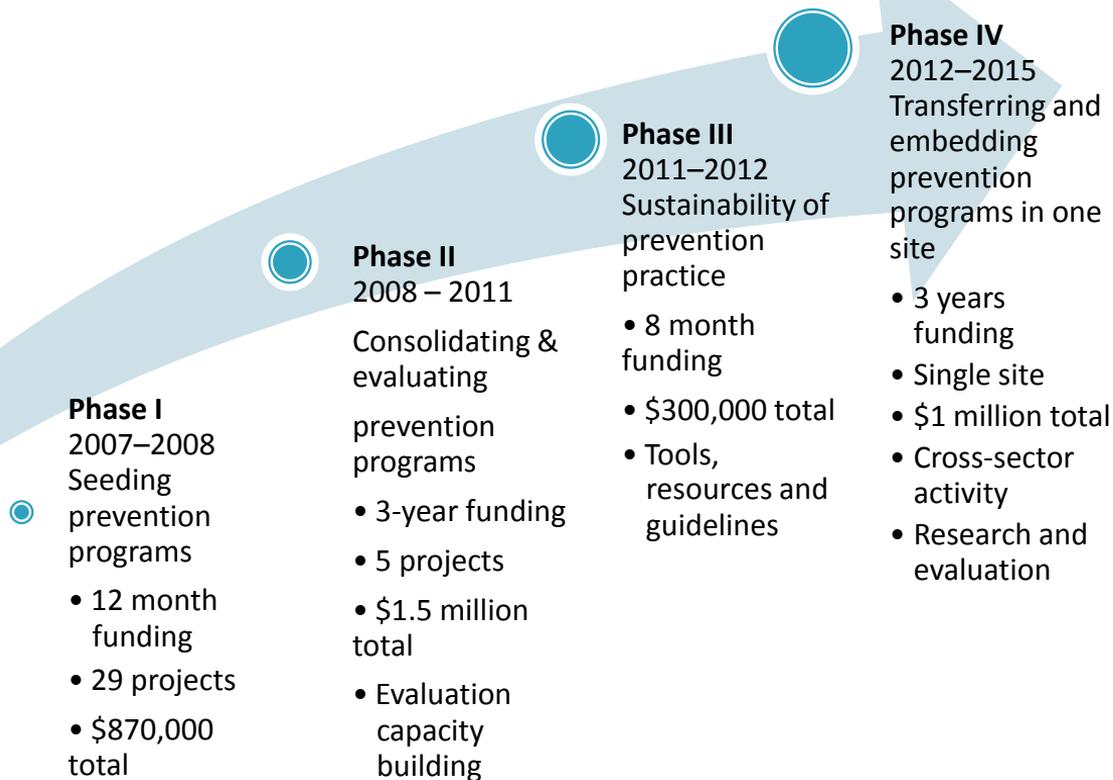
- explore the unique program model and cross-organisational partnership of Generating Equality and Respect;
- contextualise the program within state and national prevention activity and the evidence base;
- and share some key lessons and principles for prevention based on our experience so far.

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



State and National Context

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

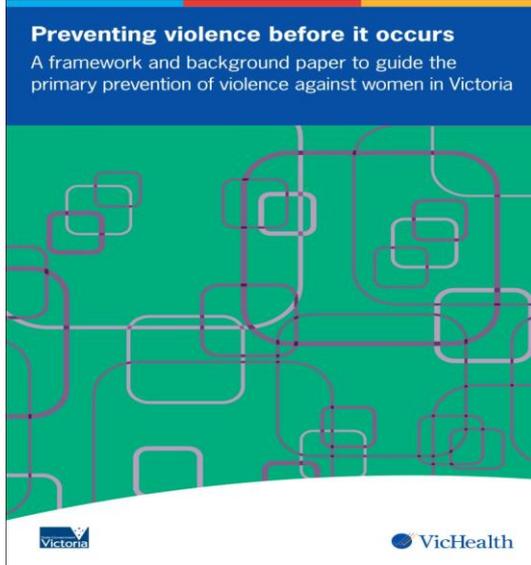
Victoria's Action Plan to Address Violence against Women and Children (2012-2015)

Royal Commission into Family Violence (2015)

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

First National Action Plan : Building a Strong Foundation (2010-2013)

Second National Action Plan: Moving Ahead (2013-2016)



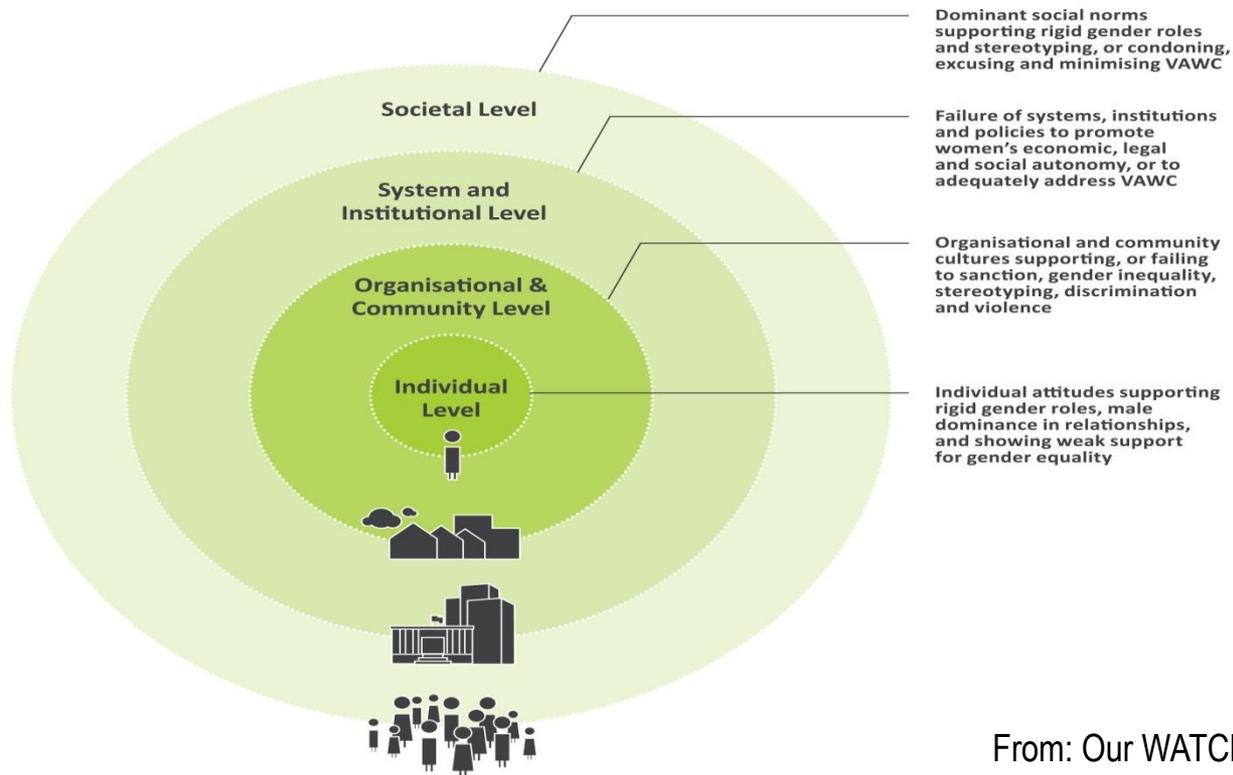
2007 VicHealth
evidence-based
framework to guide the
primary prevention of
violence against women
in Victoria

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

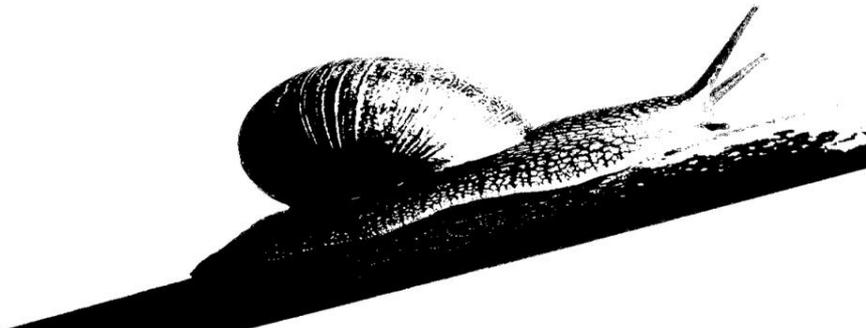


From: Our WATCH, Policy Brief,
Principles of the Theory of Change

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

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

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

**Site-based
saturation**

Partnership

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

**Workforce
capacity
investment**

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

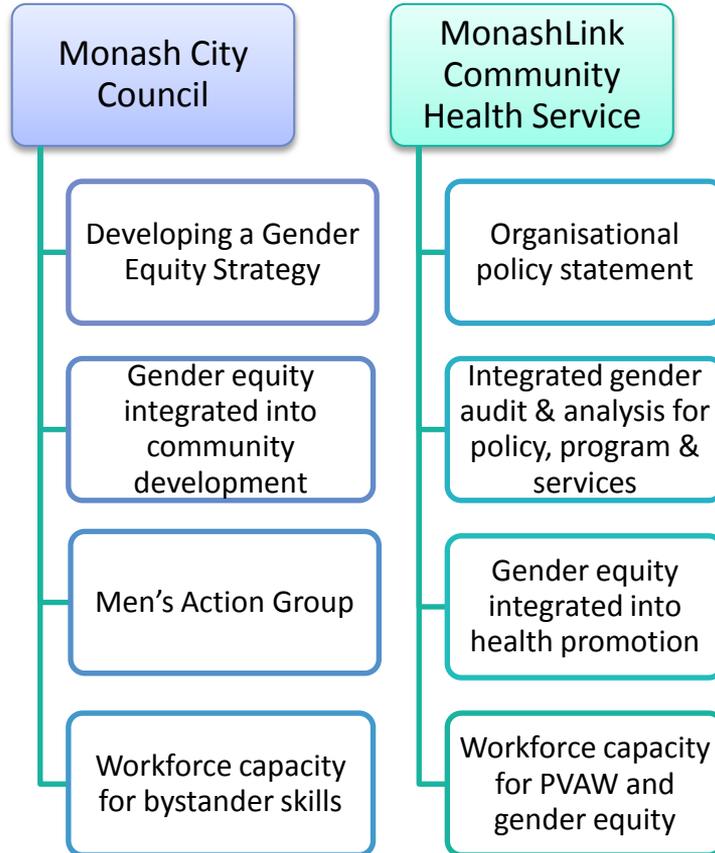
**Dedicated
planning**

**Participatory
learning
evaluation**

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

Dedicated planning phase
(including a strong cross-
partnership program
management structure)

Sustainable organisational change



Estimated 15,000
people have seen
social marketing
message

480 people consulted
in planning, needs
assessment and policy
development

735 people
participated in
programs or
training

REACH

Estimated over
1,000 people
attended an
event

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

janet@monash.vic.gov.au

bupston@monashlink.org.au

<https://www.vichealth.vic.gov.au/>

www.monash.vic.gov.au/community/equality-respect.htm