Gippsland Prevention of Men’s Violence Against Women & their Children Strategy

Victoria

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Prevention of Men’s Violence Against Women (PMVAW)

- DJR Community Crime Prevention grant
- 3 years
- Cross-sector, multi-level strategy
- Addressing drivers of Men’s Violence Against Women
  - Gender stereotypes
  - Gender inequality
  - Condoning of violence
- Gippsland Region
Since the age of 15:

1 in 5
Australian women had experienced sexual violence

1 in 3
Australian women had experienced physical violence

1 in 4
Australian women had experienced physical or sexual violence by an intimate partner

Source: Change the story: A shared framework for the primary prevention of violence against women and their children in Australia, Our Watch, ANROWS and VicHealth (2015)
Prevention timeline

1999
Mental Health and Wellbeing Framework includes freedom from discrimination and violence
VicHealth

2003
Public Health, Mental Health and Violence Against Women – Scoping Report
VicHealth

2007
Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria
VicHealth

2009
A Right to Respect: Victoria’s Plan to Prevent Violence against Women 2010-2020
Victorian Government

2012
Gippsland Women’s Health receives funding for Gippsland PMVAW Strategy through the Victorian Government’s Reducing Violence Against Women and their Children Grants Program
Department of Justice & Regulation

2013
National Foundation for the prevention of violence against women and their children (Our Watch)

2015
Change the story: A shared framework for the primary prevention of violence against women and their children in Australia
Our Watch, ANROWS, VicHealth
Relationship of Primary Prevention to other crime prevention work

- **Primary Prevention**: Whole-of-population initiatives addressing primary drivers of violence. Seeks to prevent violence before it occurs.
- **Early Intervention**: Aim to 'change trajectory' of individuals at higher risk of perpetrating or experiencing violence.
- **Response**: Supports survivors and holds perpetrators accountable. Aims to prevent recurrence of violence.

Adapted from Our Watch, ANROWS & VicHealth, Change the Story, a shared framework for the primary prevention of violence against women and their children in Australia.
World Health Organisation
Ecological framework

Societal/Cultural

Community/Organisational

Individual/Relationship
PMVAW Strategy

- Community Strengthening
- Workforce & organisational Development
- Leadership Network & Advocacy
- Social Media & Online Marketing
Objectives

**PMVAW**
Ensure strategies that promote respectful relationships between men and women, girls & boys are delivered across a range of settings.

Increase access to resources promoting bystander approaches to PMVAW.

Promote key messages related to non-violent norms, understanding the nature and dynamics of PMVAW and advocating gender equitable relationships.

**Evaluation**
To ascertain what worked well, what didn’t and why.

To identify individual and organisational change.

To capture the process of partnership development.

To gain understanding about the partnership approach.

To identify the extent to which the PMVAW objectives were achieved.
The Evaluation

- 3 year monitoring & evaluation framework
- Multiple ‘measurement tools and indicator frameworks’:
  - Participatory Action research approach
  - Partnership development & capacity index
  - Partnership development mapping
  - Gender audit
  - Interviews
  - Focus groups
  - Most significant change
Indicators of change

- Community engagement & involvement
- Cross-sector partnership building
- Emergent events
- Attitudinal change
- Policy and practice change
Key Projects and Activities

Planned
• Paving the Way workplace approach to PMVAW
• MVP training
• Workplace Gender audits
• Sport and Recreation as a PMVAW setting
• Make the Link

Emergent
• Ash Timber Mill training
• Shakespeare’s Shrew and Other Lies
• Local Hall Men’s Night out – LG policy change
Partnership network ‘Before’ (beg. 2013)
Partnership network ‘After’ (end. 2015)
Key Findings

• Success in all objectives & action areas.
• Quality bystander training fostered attitudinal change & supported organisational change.
• Cross-sector partnership was effective.
• Steering Committee built stakeholder capacity and supported inter-project links.
• Relationship with IFVRSC provided underpinning structure; existing relationships.
• Feminist approach & leadership of GWH ensured focus on objectives & key messages.
Obstacles

• Ambitious project design
• Diversity of organisational cultures
• Finding the right language ‘pitch’
• Difficulty of prioritising and resourcing PMVAW work for organisations outside the FV sector
• Geography – size and diversity of the region

Many were addressed as they emerged, and this process contributed to strengthening the partnership.
Challenges moving forward

• Dependence on policy and funding support, beyond the regional level. In particular:
  – Sustainability
  – Authorising environment
  – Currency of PMVAW as a social issue.

• Accountability – ensuring that partner organisations ‘walk the talk’.
Next steps ... what has happened since

• Regional Prevention Steering Committee continues to meet with membership growing
• 12 month action plan endorsed by the Steering Committee
• Further partnership planning to develop regional approach to align with National Framework – Change the Story and Statewide approach to PMVAW
Thank you

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Access full evaluation report at  www.crimeprevention.vic.gov.au