

VicHealth Review of Communication Components of Social Marketing/Public Education Campaigns Focusing on Violence Against Women

Paper Two of the Violence Against Women Community Attitudes Project

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VicHealth Review of Communication Components of Social Marketing/Public Education Campaigns Focusing on Violence Against Women



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Cover :Poster from Non-Violence Alliance



Posters from UNIFEM (2002)

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1. Introduction and Background to this Report

The Victorian Health Promotion Foundation, VicHealth, is an independent statutory body established in 1987. VicHealth works towards the development of innovative responses to the complex social, economic and environmental forces that influence the health of all Victorians. VicHealth has a particular focus on a flexible, responsive and evidence-informed approach to working with partners from across different sectors in the community to create environments which improve population health.

In 1999, in recognition of the growing human, economic and community costs associated with mental ill health, VicHealth identified mental health as a priority and established a program for the development of activity relevant to the promotion of mental health and wellbeing.

Mental health is defined as:

‘the embodiment of social, emotional and spiritual wellbeing. Mental Health provides individuals with the vitality necessary for active living, to achieve goals and to interact with one another in ways that are respectful and just’ (VicHealth 1999).

The VicHealth Mental Health and Wellbeing Unit is responsible for managing activity relevant to mental health promotion including:

- Research, monitoring & evaluation
- Direct participation programs
- Organisational development (including workforce development)
- Community strengthening
- Communication & social marketing
- Advocacy
- Legislative & policy reform.

Activity is directed towards strengthening three key areas for promoting mental health and wellbeing:

- **Social inclusion** (having supportive relationships, opportunity for involvement in community and group activity, civic engagement).

- **Valuing diversity and working against discrimination and violence** (having physical security and opportunity for self determination and control of one's life).
- **Access to economic resources** (access to work, education, housing, money).

In order to develop work in the area of violence, in 2004 VicHealth supported research designed to assess the burden of disease associated with intimate partner violence. That research, led by professor Theo Vos, found that intimate partner violence is responsible for more ill health and premature death in Victorian women under the age of 45 than any other of the well known risk factors, including high blood pressure, obesity and smoking. The research also indicated that the main health impacts experienced by women included stress, anxiety and depression.

As a follow up to this work, in 2005 VicHealth commenced development of a Community Attitudes Survey designed to further develop an evidence and knowledge base to inform future activity attempting to foster community attitudes that support women to live free from exposure to violence, including threats of or fear of violence. Specifically the project aims to:

- Gauge contemporary community attitudes in Victoria about violence against women and track changes in attitudes since 1995.
- Improve understanding of factors leading to the formation of contemporary community attitudes about violence against women
- Improve understanding of strategies that are effective in fostering community attitudes to support women to live free from exposure to violence.

This review of attempts to influence community attitudes on violence against women via communication and social marketing activity is a key component of the project development stage of the VicHealth *Community Attitudes Survey Project*: Specifically, this document is a report on a review of the communication components of Australian and overseas public education / social marketing campaigns aimed at reducing violence against women¹. It focuses on campaigns conducted since 1995 that included a primary objective of influencing 'community attitudes' towards violence against women. The purpose of this review was to inform and stimulate thinking on the range of possible types of campaigns and good practice

¹ The views and opinions of authors expressed herein do not necessarily state or reflect those of VicHealth.

guidelines for communication components of social marketing/public education campaigns in this field.

This report uses *violence against women* (VAW) as the default term to encompass a range of situations in which women experience violence (generally, but not exclusively, from men). It is used in replacement of the terms *domestic violence*, *family violence* and *intimate partner violence*, so as to include situations such as dating violence where an intimate relationship may not have formed, and to exclude some aspects of family violence such as elder abuse. However, when describing specific campaigns that focus strongly on the use of an alternative term (such as ‘domestic violence’), we use the language employed by that particular campaign. Furthermore, implicit in our use of the term violence against women is that children may also be suffering, either as direct recipients of the violence or as witnesses.

Some of the campaigns reviewed included communication messages and materials directed towards groups with relatively less power in our society, such as Indigenous Australians or people from a Culturally and Linguistically Diverse (CALD) background. There are examples of campaigns that focus specifically on one or more of these groups. While such initiatives are vital and deserve attention, they have not been reviewed in depth in this report as our primary focus was on campaigns that target numerically large segments of the community. Furthermore, although sensitive to emerging issues in the family violence field (for example, violence in same-sex attracted relationships), we have not covered these in depth for the same reason.

Comment on terminology: ‘perpetrator’ and ‘victim’

Mainly for expediency, we sometimes use the term ‘**perpetrator**’ instead of the longer expression of ‘men who use violence against women’ (or children). Similarly, given the primary meaning of ‘victim’ as ‘one who is harmed or killed by another’, the term ‘**victim**’ will be used sometimes instead of the longer expression of ‘women (and children) who have experienced or are experiencing male violence’. No connotations of ‘helplessness’ or any other ‘negative’ connotations are intended by use of the term ‘victim’ and we appreciate the tremendous agency that women unfold in their ongoing struggles towards freedom from violence and the fear of violence.

Comment on terminology: ‘Communication Campaign’, ‘Social Marketing Campaign’, ‘Public Education Campaign’ ...

There is considerable confusion surrounding the use of the term ‘social marketing’ by health and social change organisations. After a period where public health professionals were philosophically opposed to (largely we suspect because of a perception of marketing as a ‘capitalist tool’) and heavily criticised social marketing for being too individual orientated and reinforcing ‘victim blaming’, social marketing is now being embraced wholeheartedly by all sorts of organisations interested in social change. Unfortunately this has led to inappropriate use of the term by many ‘disciples’, with the most common misuse being to describe the media (or communication) components of an intervention as the ‘social marketing’ component (e.g., the SHARe The Word campaign reviewed in this report), and all other components (e.g., helplines; counselling programs; community events; etc) as separate and distinct from the ‘marketing’ components. In a further irony, some government departments are enthusiastically embracing social marketing because they believe that it *is* all about individual change (i.e., encouraging personal responsibility), and hence absolving government of responsibility for structural environmental influences (see Jane Halton speech, 2004).

However, just as ‘marketing’ is far more than the media components (advertising, PR, promotions, publicity, sponsorship, etc), ‘social marketing’ is also far more than its media components.

Put simply, social marketing is the application of the concepts and tools of commercial marketing to the achievement of socially desirable goals. Marketing is characterised by factors like a consumer orientation, segmentation and targeting, advertising and sales promotions, and extensive research with customers and potential customers to ensure that things like packaging and pricing are appropriate for the product, and that the advertising is believable, relevant and motivating. Research and negotiations are also undertaken with intermediaries such as retailers and with stakeholders such as unions and government, to ensure that making the product attractive, available and affordable will be facilitated by distributors and not hampered by structural and regulatory restrictions. In all these areas, the notion of an exchange process between the ‘buyer’ (target) and the ‘seller’ (marketer) forms a platform of operation. A necessary (but not sufficient) condition for a successful exchange is that social marketers offer people something they value in exchange for them adopting our

recommended behaviour, whether they be end consumers, intermediaries or legislators. ‘What’s in it for me?’ is a key driver in determining appropriate incentives for the various target groups in social marketing campaigns.

Marketing draws on a number of disciplines for developing, planning and implementing marketing activities, but primarily psychology (e.g., consumer decision making; attitudes, values), communication (especially for persuasion), economics (e.g., utilities, price elasticity) and sociology (e.g., behaviour of groups and organisations; diffusion). *Social* marketing, operating in far more complex fields, extends marketing’s borrowings from psychology (e.g., mental health & happiness), sociology (e.g., war & conflict, social movements) and economics (e.g., globalisation effects), and further draws on disciplines and concepts that are related to community wellbeing, such as public health & health promotion, criminology, social policy & social welfare and environmental sustainability.

However, regardless of these elaborations, and regardless of whether we are targeting individual consumers or those in power to make regulatory changes, the primary paradigm of a social marketing approach is that of marketing. A marketing philosophy necessarily involves a consumer orientation (i.e., formative research and pre-testing of messages), audience segmentation, negotiations with intermediaries who will help deliver our product and an understanding of *their* needs, and attention to the ‘marketing mix’ of place (distribution considerations; settings), price (cost – benefit analyses with respect to the desired behaviour), promotion (advertising, incentives, etc), product (what benefits are we offering; tangible products), and people (training; expertise; interpersonal skills; etc). Clearly, many health and social change programs use many of the concepts of marketing even though they may not call it social marketing. Conversely, many health and social change programs call their program ‘social marketing’ simply because they have a ‘consumer orientation’ to the development of their media materials, but do not systematically analyse and plan the rest of the ‘marketing mix’.

This review is concerned primarily with the *communication components* of programs concerned with the prevention and cessation of violence against women. Whether these campaigns are described by their originators as social marketing campaigns or public education campaigns or simply communication campaigns is irrelevant for the purposes of this review. In some cases, these communication components were part of comprehensive

programs with a marketing orientation. Others were part of comprehensive programs, but where the implementation was top down rather than informed by research with target audiences and intermediaries. Others were largely stand-alone media campaigns aimed at creating awareness of - or changing attitudes towards - VAW issues, with little on-the-ground activities or opportunities for people to take action on the messages.

1.1 Methods

The two primary methods used to locate campaigns were online searching and telephone or email discussions with practitioners in the field. Literature searches using on-line databases resulted in very few campaigns being identified. Campaigns were generally only sourced from countries with English as the first language, and consequently we did not review a large number of campaigns in Asia, Latin America and Europe. We also did not review Europe-wide campaigns that may have had a significant distribution of materials in English.

While we used a combination of email and phone contact with many campaign developers, we had difficulty making contact with a number of the campaigns, with phone calls or emails either not returned or responded to with partial information. This was particularly the case for overseas campaigns where the time difference made repeated telephone calls to follow-up emailed requests for information impractical. Readers particularly interested in one or more of the campaigns that we have reviewed are encouraged to use the contact details provided to obtain more complete information and media materials.

Our search identified only three reviews of VAW public education/social marketing campaigns aimed at 'changing public attitudes as a prevention strategy to reduce intimate partner violence', two of which are: (1) an untitled 2004 draft document by the New Zealand Ministry for Social Development (NZMSD); and (2) relevant sections of a related review by Davies et al (2003). These documents cover campaigns in areas such as child abuse and elder abuse in addition to VAW. The third is a USA authored paper (Campbell & Manganello 2002) that identified very few comprehensive evaluated campaigns. Dr Campbell has informed us that this paper has been accepted for publication in the journal *Violence Against Women*. However, we did find a compilation of materials collected by UNIFEM and the Media Materials Clearinghouse of the Johns Hopkins Centre for Communication Programs: "*Picturing a Life Free of Violence: Media and Communications Strategies to End Violence*

Against Women” (UNIFEM 2002). These materials are provided to organisations in Majority World (‘developing’) countries free of charge. While this is a valuable resource, it mainly consists of examples of posters and tvcs, with very few campaigns described in detail as in this review. We use materials from this compilation in our discussions, but do not repeat the few campaigns reviewed in detail.

The UNIFEM initiative demonstrates a willingness to share information in this field, but our inability to find comprehensive reviews suggests that information sharing is mainly at a materials level rather than strategies and outcomes. Hence reviews such as this one appear to be particularly important as a means of learning from the experiences of past and present campaigns.

It is important to note that our report was not intended as a critical comparison and analysis of the different approaches to campaigns concerning VAW, nor of the findings of various campaign evaluations. While some sections are devoted to suggestions and recommendations based on our research and on particular theoretical or applied considerations that inform this field, the bulk of our report consists of 2-4 page outlines for the identified campaigns for which we obtained comprehensive information, and brief mention of a number of others. Finally, the number of campaigns we were able to identify, follow-up and report on was limited by the available budget. Nevertheless, it is hoped that this review will not only stimulate thought and consideration of the choices available when conducting campaigns focusing on VAW, but also some of the factors that need careful attention in their planning, design, implementation and evaluation.

1.2 Public Health Framework for Categorising Campaigns

VicHealth have developed a public health model for the prevention of violence against women which classifies interventions, in line with the traditional public health paradigm, as primary, prevention, early intervention and intervention. **Primary prevention** interventions are those that seek to prevent violence *before it occurs*. Interventions can be targeted to the whole population or to particular groups that may be at higher risk of being the perpetrators or victims of violence. Some primary prevention interventions (such as social marketing campaigns) focus on changing behaviour or building the knowledge and skills of individuals. However, primary prevention can also focus on changing environments so that they are safer for women. Interventions that do not

have a particular focus on violence, but address its underlying causes (such as gender inequality and poverty), are also primary prevention interventions.

Early intervention is targeted to individuals and groups who exhibit *early signs* of perpetrating violent behaviour or of being subject to violence. They can be aimed at changing behaviours or increasing the skills of individuals and groups. Early intervention may also be targeted to environments in which there are strong signs that violence may occur or has begun to occur (eg subcultures, such as peer groups or sporting clubs in which there is a strong culture of disrespect of women).

Intervention strategies are implemented *after* violence occurs. They aim to deal with the violence, prevent its consequences (such as mental health problems) and to ensure that violence does not occur again or escalate. Intervention includes things such as crisis accommodation and social support for victims of violence and criminal justice and therapeutic interventions for perpetrators.

It is not always possible to make a clear distinction between these strategies. For example a policy reform, such as a police code of practice mandating arrest of perpetrators of domestic violence, is clearly designed to facilitate intervention after violence has occurred. However it can also have a primary preventative effect (by communicating to the wider community that violence against women is a serious issue) and an impact on early intervention by deterring potential perpetrators (VicHealth 2005).

An emerging approach that uses mass communications and community based activities combines concepts from social learning and societal theories. This approach accepts that male cultural values with respect to women and violence need to change and that men must accept their responsibility to be positive role models to their male children and younger males in general. This (feminist) perspective on VAW would involve men not using the power and privilege that historically and currently define men's behaviours in the family and societal spheres in relation to women. In this view, VAW is seen to be a complex problem, grounded in personal, situational and sociocultural factors (Flood 2002).

A Public Health Model for the Prevention of Violence Against Women			
Public Health Strategies	Primary Prevention	Early intervention	Intervention
Research, monitoring and evaluation	A study explores whether there is a relationship between gender related income inequality and the prevalence of domestic violence. →	A long term study of young women at risk of domestic violence explores whether there is a link between unemployment and vulnerability to violence. →	An intensive job search assistance program to survivors of domestic violence is evaluated to determine whether it reduces their risk of further victimisation.
Direct participation	A school based program is offered to young people exploring healthy and respectful relationships. →	Following evidence of forced sexual contact, a school nurse delivers a program targeted to young women focussing on their right to respect in relationships. →	A support group is established for young women who have been subject to sexual assault.
Organisational development	A sporting club develops policies and procedures to ensure female participants and spectators have equal access to club resources and facilities and a safe and welcoming environment. →	The club develops a training program for its coaches to assist them in identifying and responding to player behaviour which is disrespectful of women. →	The club introduces and enforces penalties for players found to vilify or harass women.
Community strengthening	A local council works with its community to develop a women's safety strategy covering a range of council activities from land-use planning to community services. →	Local men develop a mentoring program targeted to young boys who have been identified as behaving disrespectfully toward women and girls. →	The community attracts additional resources to provide emergency accommodation for local women and children fleeing family violence.
Communications and social marketing	Radio and television advertisements are developed advocating respectful relationships between men and women. →	After incidents of sexual assault, including sexual harassment and date rape, come to light local clubs develop a campaign warning male patrons of the legal consequences of their behaviour. →	The campaign urges young women to contact the police if they are subject to sexual assault.
Advocacy	Women's groups lobby government to introduce a family violence policy asserting that this violence will be treated as any other criminal assault. →	This includes lobbying for a police code of practice which seeks to deter domestic violence by mandating police to arrest perpetrators. →	Women's refuges meet with senior police to urge them to adopt measures to ensure that the code is enforced so that perpetrators of violence are removed from the family home.
Legislative and policy reform	Legislation is introduced making rape in marriage a crime. The law communicates a message to the community that violence against women is unacceptable regardless of the relationship. →	The legislation communicates to potential perpetrators that such behaviour is not acceptable and will be treated as would other violent crimes. →	The legislation improves protection for victims of rape in marriage.

1.2.1 Classification of Campaigns in this Report

The classification we chose for this report is based more on observing the types of campaigns identified than on an underlying theoretical or conceptual framework. We categorised campaigns into four categories based on the main thrust of the particular campaign:

1. General or specific awareness campaigns,
2. Campaigns targeting men who engage in violence against women to voluntarily seek help,
3. Early primary and secondary prevention campaigns,
4. Social norms campaigns.

Nevertheless it should be remembered that this division is somewhat arbitrary, and that many campaigns have elements that apply in more than one category. We have also listed a number of campaigns on which we had little information in a fifth 'other' category.

Campaign details

Within each category we first present any Australian campaigns, followed by overseas campaigns sorted by country.

Within each section, where the relevant information was available, each campaign is described under the following headings:

- location and time;
- background;
- formative research/baseline data on pre-existing community attitudes;
- target groups and behavioural objectives;
- communication objectives and message strategy;
- basic features of the campaign;
- mass media materials;
- community organising, community development and other accompanying interventions;
- outcomes and evaluation;

- documented use of theories of attitude change and assumptions; and
- contact information.

'Future plans' is used as a heading when we are aware of them in relation to any given ongoing campaign. Occasionally headings are compressed for particularly complex campaigns or when detail is lacking.

In many cases, behavioural and communication objectives were not explicitly stated by the campaign source, but have been derived from the campaign materials. Furthermore, for many of the campaigns, the information provided was largely incomplete.

The source of the materials is stated at the bottom of each report summary. In many cases, the background information and campaign goals are reported directly from the organisation's website or publications.

Report structure

Prior to profiling the individual campaigns we provide an overall summary of and comment on the major themes or threads in the campaigns, along with suggestions for potential themes. This discussion is in the context of attitude-behaviour change models.

Following the individual campaign profiles we present comments on: (i) good practice guidelines in this area; (ii) evaluation; (iii) other campaign intervention components; and (iv) implications for the community attitudes survey.

A list of references cited is then provided along with a table that summarises the key features of all the profiled campaigns.

2. Summary of Target Groups & Major Themes (“Threads”) Identified

2.1 Target Groups

There are three main target groups identified: (i) men using violence against women, women experiencing violence, and those ‘witnessing’ violence against women; (ii) members of institutions in society that directly impact on the response to individuals using or experiencing violence; and (iii) individuals as members of the wider community or social groupings within society. A fourth group would comprise politicians and lawmakers.

1. Women experiencing violence; Men using violence; Friends, family, colleagues witnessing or aware of violence

Campaigns focusing on one or more of these three groups primarily target specific individual behaviour change/actions (such as making a telephone call or talking to a friend) with a secondary impact on community attitudes across the whole of society. These campaigns: encourage men using violence to cease their violence and to seek help; encourage women experiencing violence to seek help to remove them (and their children) from harmful situations; encourage friends and neighbours to offer assistance to women experiencing violence; and encourage police to enforce laws that allow the removal of men using violence from the home. *These campaigns are concerned primarily with stimulating behavioural responses concerned specifically with cessation of the violence and the immediate safety of the woman.*

2. Police; Judiciary; Medical/health/other professionals

Campaigns here target changes in sub-group cultural norms that facilitate individual behaviour change/actions on the part of individual members of these sub-groups. Campaigns here complement campaigns directed towards group one target groups. For example, women experiencing violence will be more likely to report the violence to police if they feel they will receive a sympathetic and effective response. *These campaigns are concerned primarily with ensuring a favourable institutional response to members of the first target group.*

3. Young people; General population; Men; Women

Campaigns directed towards one or more of these populations seek to change cultural norms to: (i) influence individuals' attitudes and behaviour; and (ii) communicate to individuals who can make policy/legislative change what are society's views on specific VAW issues. The behaviours targeted are less specific than in the first category and are directed towards primary and secondary prevention. Campaigns here aim to: provide a socio-cultural environment that facilitates the expression of behaviours targeted in group one above; teach young men in particular about respectful relationship behaviours; and encourage law makers/policy makers to more seriously consider VAW issues.

The vast majority of campaigns reviewed have been concerned with the first and third categories of target groups above (and often simultaneously). Target groups in the second category are reached primarily via direct interventions. However, campaigns that prominently feature the police in media materials would have an indirect impact on members of the police service. More specifically, campaigns that are actually run by the police (such as the NZ Police and UK Metropolitan Police campaigns) would have an even greater impact on the police sub-culture, and particularly when accompanied by on-the-ground interventions.

2.2 Themes/Threads

Deterrence appeals: Domestic violence as a crime/criminal offence

Deterrence appeals appear to be (or logically are) targeted towards perpetrators to persuade them to stop their violence, under the threat of being caught and/or of suffering severe penalties if caught. They are also targeted towards potential perpetrators to dissuade them from starting to use violence.

Deterrence appeals often follow legislative changes that facilitate Police action (such as permitting police to lay charges without a victim complaint) or involve an increase in penalties for VAW, and serve to increase public awareness of these changes.

When accompanied by legislative changes, increased police action or Government policy initiatives, these appeals also serve to change public perceptions such as 'domestic violence is a lesser crime than assault against a stranger', or even 'not a crime but a private matter', or,

‘that a man has the right to use such violence’. The NZ Police *Family Violence Is A Crime* and *It’s Not Just A Domestic* campaigns are prime examples of this approach.

However, consistent with behaviour change in other areas covered by the law (e.g., driving behaviour; theft; under age drinking; etc), research underpinning the Western Australian Freedom From Fear campaign showed deterrence appeals are only effective if the perpetrator believes that there is a real possibility of being caught **and** that if caught, a real possibility of being convicted and suffering a substantial penalty. Although many of these campaigns emphasise that it is becoming harder for men using VAW to get away with it, the fact is that many in the intended target audience - men who are still engaging in VAW - often haven't been charged or prosecuted. Furthermore, because VAW is a taboo topic of conversation among men, they are unlikely to have many or any experiences of men they know of who have been prosecuted for their behaviour. Most men still do get away with it, and for some men who engage in violence, the thought that their partner will call the police often doesn't seem to stop their behaviour (it may on a particular occasion of violence, but often doesn't stop them using violence again). Similarly, the Freedom From Fear formative research with men who use violence indicated that such campaigns would have little effect on stimulating them to seek help to change their violent behaviour.

On the other hand, it appears that many deterrence campaigns are actually designed to embolden the victim (or others aware of the violence) to speak out by promising that the police and the justice system will support them if they do. For example, the NZ campaign’s “Family Violence Is A Crime!” headline is followed immediately by “Call for help” and then lists several sources of support for a victim that does seek help. Hence deterrence campaigns often are accompanied by appeals to ‘break the silence’ around VAW.

Consistent then with the threat appraisal components of the Health Belief Model and Protection Motivation Theory, deterrence appeals based on domestic violence as a criminal offence will only be successful if perpetrators believe that:

1. there is an increased and *likely* risk of them being reported; and
2. the consequences of being reported are severe.

The models also state that such campaigns will also need to convince men that:

1. stopping their violent behaviour will remove the threat of reporting; and
2. they are able to stop their violent behaviour.

Given that many perpetrators do not believe they should stop and others that they cannot stop without help, to be optimally effective, these deterrence campaigns need to be accompanied by well-publicised behaviour change programs for men.

Another possible drawback is that by relying on a predominant “*violence is a crime*” strategy, this may lead men who conduct forms of VAW that are not as prosecutable (e.g. emotional abuse) to not consider their behaviour as a form of violence, and to therefore not take their behaviour seriously. Given that many men do not consider their perpetration of emotional abuse, social control and other forms of controlling behaviour as violence, the “*violence is a crime*” strategy has the potential for men engaging in these behaviours to see VAW as perpetrated by “brutal, cowardly men who are not like me”. Hence, they may not see the campaign messages as relevant to them.

Appeals to break the ‘Silence’ surrounding violence against women (this is also used with respect to other forms of abuse, including child sexual abuse)

A number of campaigns use this theme explicitly. Western Australia’s family violence campaign in the early 1990s that encompassed child sexual abuse, child physical abuse and violence against the female partner, used the slogan “Break the Silence” in television commercials set to Simon & Garfunkel’s “Sounds of Silence”. The campaign encouraged victims and others aware of the situation, to call a family helpline.

The Northern Ireland campaign uses the tag: “Domestic violence: End the silence” in promoting its 24 hour Domestic Violence Helpline, while the Texas Council on Family Violence uses the tag line: “Break The Silence” with “Make The Call” and the telephone number immediately below it.



That is, in most cases, the theme is used to encourage *victims* to ‘end their silence’, with a secondary impact on breaking *society’s* silence. For example, the 2001 Malaysian WAVE (women against violence) campaign used a sub-heading: “*You can watch. Or you can speak out*” but did not elaborate the ‘speaking out’ theme. (We have not found any further information on this campaign). While helpline calls are a measure of these sort of campaigns’ impact on victims (and perhaps on others reporting violence where this is made known), most such campaigns do not appear to measure the societal impact.

UNIFEM also has a theme on ‘silence’. Its White Ribbon Day promotion states that “*Wearing a white ribbon is a personal pledge not to commit, condone or remain silent about violence against women and children*”. However, their ‘glossy’ print ads in their “Home Improvements” campaign simply say “Wear a white ribbon on the 25th November and help end the violence”.

Sub-Theme: Related to society ‘breaking the silence’ is the thread that ‘*VAW is not a private matter, and society has the right to look into what happens in people's homes and to intervene if necessary*’. This thread was also present in the NZ campaign theme: “*Domestic Violence: It’s not just a domestic*”. Perhaps a sub-text in the UNIFEM Australia ads “*Australia needs some serious home improvement*” is to illustrate that society has the right to look into what happens in the home.

Sub-Theme: ‘*VAW is socially unacceptable*’. In addition to the social norms campaigns, and similar to the above sub-theme, many campaigns included the theme that VAW is unacceptable in a ‘general’ sense in society, and that it won’t be tolerated by the general public. While these appeals may reinforce existing attitudes, they are unlikely to have much impact on men who use violence, as most men engage in VAW without it causing them to lose social face (due to their ability to cover up and provide excusable explanations to friends).

Appeals stressing the negative impact on children

Many campaigns incorporated messages about the impact of domestic or family violence on children – but for different purposes and in different ways. Impact on children was the major message in Western Australia's *Freedom From Fear* campaign in its early years to motivate perpetrators to call a Men's Domestic Violence Helpline and to seek help for their violence. Similarly, the Coalition of Domestic Violence Action Groups in South Australia produced an 'information pack' under the slogan "*domestic violence hurts kids too*", funded under the Commonwealth's Partnerships Against Domestic Violence (PADV) Strategy. The pack contained a 'Self-Help Booklet for Men' ("*Your Anger Hurts Kids Too*") which was based on that of the *Freedom From Fear* Campaign. The pack also contained a section for women victims on leaving a violent relationship.

In most campaigns, the impact on children is executed differently and for different reasons. In many cases children are simply present (as "silent witnesses") but not shown experiencing any distress. In other cases, children are used to divulge the fact that violence is occurring in the home – as in the Northern Ireland campaign ad that shows a young girl playing with dolls where the adult male doll abuses the adult female doll.

The NY Rural Domestic Violence Prevention Campaign in 1998/99 (Gadomski et al 2001) included messages about the effects of domestic violence on children, but this seems to have been a minor component of their campaign and it is not stated in what way this message was used or to whom it was targeted.

Executions depicting the effects of family violence on children need to be handled with care, and will vary according to the target group and the behavioural and communication objectives. For campaigns directed towards women, the message strategy needs to walk a fine line between encouraging women to seek help so that their children don't continue to suffer and/or that staying with a violent partner is often not in the child's best interests, and, at the same time, not insinuating that it is the women's fault for the child's suffering if they haven't sought out help. Anecdotal evidence during the *Freedom From Fear* campaign was that although the ads showing the effects on children were targeted to men, some women reported that the campaign led them to seek help because they had been in denial of or attempting to ignore the impact on their children.

A variant on this theme in several campaigns emphasises intergenerational cycles of violence from boys modelling their ‘father’s’ behaviour. For example, in a Northern Territory ad a young man says: “*I learned a lot from Dad. Like how to treat a wife*”.

A positive version of the above is represented in the Non-Violence Alliance outreach poster shown below. Rather than focusing on a negative message (your violence is hurting them), it has a positive message along the lines of "treating your children's mother with respect is a great way to give your children a great start in life". This message has the potential to reinforce men's desires to be good parents and partners, and positions VAW as getting in the way of this goal.



Appeals stressing the negative impact on the woman

Most appeals to women experiencing violence or the threat of violence use messages explicitly or implicitly about the negative psychological and/or physical consequences of not seeking help or not reporting the violence. These are generally targeted specifically to women experiencing violence and generally accompany messages about ‘breaking the silence’, ‘women’s rights to a life without violence’ and that there is no excuse for his behaviour. In many cases, showing physical damage is also an executional device for attracting attention to the message and for evoking an emotional response to the issue.

Freedom From Fear research suggested that such appeals would have little impact on most perpetrators as a motivator to seek help.

Women's rights and empowerment

A number of campaigns featured in the UNIFEM (2002) collection have a 'women's rights' emphasis. In some cases these have a specific legal base, while in others the emphasis is a broader (moral) one such as the right to live without violence or the fear of violence: "*Una Vida sin Violencia: Un derecho nuestro: A life without violence: Our right*") (p 56-57).

To be effective, the theme of rights should – and often is – accompanied by messages that increase self-efficacy – the belief that one is capable of taking the recommended action. For example, a Chilean public service announcement (PSA) (UNIFEM 2002, p 6) features a woman who explains that by improving her self-respect she realised that she had a right to live a life free from her partner's violence. Other campaigns include messages that the woman is 'not alone', and that empathic and efficacious help is readily available.

In the cancelled Australian *No Respect, No Relationship* campaign, one of the messages to young women was going to be "you have the right to be free of violence and to expect respect in relationships". We suspect that by personalising the message to a target group and linking it to 'respect in a relationship', the rights message becomes more concrete and hence would have more impact than a broader undefined 'rights' message.

Sub-theme: Appeals that resonate with the confusion, shock, bewilderment and disempowerment that women feel as a result of their partner's behaviour ... and which stimulate women's strength, resilience and power.

This sub-theme threads through several of the above themes. A good example is the 2004 UK Home Office helpline campaign that used bold and attention-grabbing text empathic towards women's experiences. These ads need to draw a delicate balance between acknowledging women's distressing feelings, confusion, shock, disempowerment, etc, while also acknowledging their strength, power and potential to work towards a safer life for themselves and their children. At the same time they must avoid portraying women as 'helpless' victims, but still acknowledge the tremendous barriers that they face in trying to find safety for themselves and their children. They must convey the message that women can often overcome these barriers if they seek to break their aloneness by getting help - a major sub-thread of the Break the Silence type campaigns.

The Captain Harley campaign takes a similar approach with respect to children, resonating with their fear and sense of powerlessness, but also encouraging them to feel a sense of power in being able to do something about the situation. The NZ Women's Refuge Campaign, while focusing on fundraising, included the slogan "*fight domestic violence*", which on the surface may seem contradictory by using a violent verb, but does conjure up connotations of strength, of fighting back, of taking back power.

Appeals based around being safe in one's home/danger from known vs unknown persons

Campaigns designed to place the issue of VAW on the 'agenda' sometimes use this message to increase people's awareness of the extent of domestic violence and to position VAW as a crime (like any other assault). In a sense, they have similar aims to campaigns attempting to break society's silence on the issue.

Changing social norms

These types of campaigns are described in detail in the main body of the report. There are two main types: those that attempt to correct misperceptions of peer or community attitudes and behaviours; and those that attempt to change broader cultural perspectives of masculinity and male power and privilege in society. The first type attempts to inform members of a particular group (e.g., young men at University; young sportsmen) that desirable attitudes and behaviours with respect to VAW in their group are far more prevalent than they might have thought, and that undesirable attitudes and behaviours with respect to VAW in their group are far less prevalent. These campaigns assume that changing 'objective' beliefs about prevalence will reinforce existing desirable beliefs, suppress the expression of undesirable beliefs and behaviours, and lead to members of the group being more willing to voice their desirable beliefs.

The second type attempts to change more central societal values. These campaigns are far more complex and fraught with possibilities of reinforcing the very values they wish to change. For example, campaigns such as "My strength is not for hurting" (USA) may inadvertently reinforce strength and power connotations of masculinity. Other campaigns perhaps attempt to minimise this by using phrases such as "*Real strength is in the mind, not the fist*" (showing a man wearing boxing gloves) (UNIFEM 2002, P5).

Sub-Theme: *Changing Social Norms via Perceptions of the Justice/Law Enforcement Systems*

People's perceptions of the politico-legal and justice systems' response to domestic violence can influence social norms about victim blaming and acceptability of men's VAW. In turn, social norms can also influence the politico-legal and justice systems' response to domestic violence (Salazar et al 2003), though probably to a lesser extent compared to the actions of activist groups. Campaigns that emphasise that DV is a 'crime' and the legal consequences of arrest and conviction could therefore be expected to have a social norms effect by diminishing victim blaming and reinforcing severe sanctions for perpetrators.

Sub-theme: *Relationships and Respect*

A number of campaigns include the word 'respect': *Choose Respect; Expect Respect; No Respect, No Relationship*, etc. 'Respecting' a person can mean both showing deferential regard or esteem for someone, as well as avoiding violation of or interference with a person. Most of these campaigns infer both meanings and are youth-orientated prevention campaigns primarily targeting young males using the concept of 'relationship violence' (which will be explained later in this report). These target young males to engage in more respectful and less disrespectful behaviours in relationships, and encourage young females to expect respect from their partners in a relationship. However others, such as the USA *Choose Respect* campaign, encourages both males and females to choose to behave respectfully rather than disrespectfully. One concern with campaigns such as *Choose Respect* is that they seem to take gender out of the issue. Taking gender out might help make young men feel less defensive and to attend more to the messages, but it may also serve to de-emphasise the social reality that most violence is perpetrated by men against women.

Appeals to family & friends or 'witnesses' to intervene

Many campaigns as noted above under 'break the silence' themes appeal to friends, family and other witnesses to violence to intervene in some way (Friends and Family, Let's Stop It Now..., There is No Excuse for Abuse, Choose Respect, etc). Most appear to simply ask these target audiences to report the violence to police or to call a helpline, but provide no indication of what actions will then occur as a result of that call. While these unspecified messages do attract callers close to the violence (generally close to the victim), we believe

they would do little to attract calls from witnesses not emotionally involved with the victim or perpetrator.

These behavioural objectives (phoning the police because of domestic violence happening next door, talking to a friend who is being abusive, phoning a helpline to learn what to do about the situation) are challenging as there are a number of attitudes, beliefs and emotions (such as fear of the consequences) that can block these behaviours. Hence messages arousing guilt - such as "don't let your fear of getting involved get in the way of helping your friend - the fear she experiences daily is much greater than your's" - are used to motivate involvement (see below).

Other campaigns appeal to family and friends to intervene directly with the victim, to offer support and encouragement rather than ask them to report the violence or call a helpline. These behavioural objectives are also challenging but should be primary objectives since the first response of many women who want to do something about the violence they are suffering is to turn to a friend or family member. The response they then get is crucial. As Victoria's (and Western Australia's) website for 'family and friends' states: "*Your help can make a great difference to someone who is abused. Your response to her situation is really important. If she feels supported and encouraged, she may feel stronger and more able to make decisions. If she feels judged or criticised, she may never tell anyone about the abuse again*" (accessed 23/08/2005).

The *Family and Friends* campaign in Victoria (which we did not review in detail) aims to improve the ways in which family and friends listen to and respond to a woman they know who is suffering from violence. It has behavioural objectives that centre around the friend or family member talking with her about the situation and helping to make the situation safer for her. Although these behavioural objectives are more complex, we feel that messages that focus on concrete steps to help would be far more efficacious and cost effective than messages focussing only on encouraging a friend or family member to phone a helpline for advice (see also <http://www.dvirc.org.au/publications/friendsfamily.htm>).

Information themes

A number of campaigns were based on or included information about the prevalence and ‘costs’ (economic, social, medical) of violence against women, while others attempted to inform the target audience of what constitutes violence against women. The former are largely directed towards the general community or part of ‘break the silence’ type campaigns (see above and UNIFEM 2002, p 16, 17).

With respect to the latter, NSW’s *It’s Against all the Rules* campaign lists what constitutes VAW using sporting terms, while the *Australia Says No* campaign explicitly states what constitutes VAW for some behaviours that the target audience may not believe do so (though the campaign has been criticised for focusing on some forms of VAW at the exclusion of others).

Sub-Theme: men from all walks of life/contrasting public vs private personae

A relatively common theme (and executional device) was to contrast men’s outward socially praiseworthy behaviours with their private violence towards women: for example, New York’s “*Employee of the month. Soccer coach. Wife beater*” posters; Zero Tolerance’s poster: “*She lives with a successful businessman, loving father and respected member of the community. Last week he hospitalised her*”. These sorts of campaigns also carry the message that men who use violence come from all walks of life, with many listing white collar and professional occupations to presumably dispel myths that violence is solely a blue collar issue.

2.3 Potential Themes

Threats of loss of partner, children

VAW can result in the loss of family and friends for men who engage in it. It's often not until their partner has left or strongly threatens to do so unless he changes his behaviour however, that men start to see what their behaviour is doing to their relationship. Many men who use violence against their partners report that they were not aware that their relationship was

breaking down because of their violence until it was irretrievable or almost so. Nevertheless, this message may still get through to some men if a campaign creates or strengthens the belief that their violence is putting their relationship at risk.

Explicit justice system response efficacy

Response efficacy – a perception that the recommended response will remove some threat or deliver some benefit – is a major component of models of attitude and behaviour change. As noted above, perceptions of the justice system (attitudes of judiciary, sentencing, police) and government legislation are important in influencing social norms about VAW (Salazar et al 2003). While a number of campaigns overseas have featured the police and/or positive legislative changes (NZ; Soul City), none that we identified featured the judiciary or other legal entities (e.g., solicitors). A campaign that used spokespersons from all elements within the justice system and within government (e.g., attorney-general) could have a significant impact on social norms (Gadomski 2001). They could also have a significant impact on women's beliefs that their reporting and assistance seeking will be taken seriously, that the system will respond quickly and effectively to remove them from danger, and that their ongoing safety will be assured (see also <http://www.takethepledge.gov/>).

VAW is morally wrong

Moral perception was a component of early Fishbein & Ajzen models of attitude-behaviour change, but was dropped because of high correlations with social norms. However, one of us (RJD) has argued elsewhere for the re-introduction of moral perceptions in behaviour change models (Donovan et al 2002; Amonini & Donovan 2005), and the other (RV), through his work in men's behaviour change programs, believes that appeals including moral judgements could be effective with some men who use violence against their partners. This is consistent with *Freedom From Fear* research with men in such programs that revealed that many were aware that what they were doing was 'wrong', but did not know what to do about their violent behaviour.

A number of campaigns indirectly used a moral argument (or a moral thread intertwined with other, more primary arguments) that domestic violence is 'not the right thing to do'. For example, the messages that VAW is men's responsibility (because they are in the wrong) and

that causing fear in women and children is wrong have moral overtones. We believe that an opportunity exists to develop a more explicit moral message to help men who are experiencing or struggling with moral feelings and thoughts to more explicitly articulate these thoughts and feelings. As for other appeals, such messages must be accompanied by well-publicised opportunities to act on these messages. Care also needs to be taken such that the messages portray the behaviours and not the persons as ‘immoral’, as otherwise men may feel too threatened to attend to these messages if doing so requires them to self-identify as immoral (or ‘bad men’).

The related message ‘do you want the sort of relationship where your partner and child are afraid of you, even terrified?’ was implied – at least for children – in the *Freedom From Fear* campaign, but could be considered more explicitly – especially in the context of relationship education approaches considered below.

Positive relationship incentives

An alternative to appealing to men to reframe their masculinity connotations of ‘strength and power’, could be to focus on what men – including men who use violence - feel would make a successful relationship (i.e., that their partner trusts them, is not afraid of them, is free to speak her mind and feels supported, safe and loved). A campaign using positive relationship incentives could emphasise how men’s violence is getting in the way of these values and desires for a positive relationship. Apparently some messages for men in the cancelled *No Respect, No Relationship* campaign were going to focus on young men's desires to learn how to behave appropriately in relationships and would have framed disrespectful behaviour as getting in the way of their attempts to successfully navigate in the (to them) anxiety-provoking world of dating and relationships.

In men’s behaviour change programs this approach is titled ‘Invitations to Responsibility’ and is based on the work of Alan Jenkins, a narrative therapist from Adelaide. One of the general messages to men of the Invitations to Responsibility approach is that “violence may be ‘effective’ sometimes in making some things go your way (such as controlling your partner so that she isn’t free to tell you things you don’t want to hear), but it violates what you really want to build in a relationship and prevents you becoming the type of partner and father that you want to be”. As noted above, this contrasts with the “*My Strength is Not for Hurting*”

message which frames VAW as violating being the type of "strong man that you want to be", therefore potentially reinforcing patriarchy through reinforcing men's desires to be 'manly'. Rather than encouraging men to be 'more of a man', an 'Invitations to Responsibility' approach appeals to men's:

- visions and desires for a loving/successful relationship;
- 'preferred view' of how they'd like to be seen by their partner, children, friends and by society in terms of how they relate to family members (e.g., they'd like to be seen as caring and respectful partners and fathers);
- values of how they'd like to behave in relationships (with decency, respect, etc); and
- how they'd like their partners and children to feel about them (i.e., to be able to trust him, to not be afraid of him, etc).

While some of the campaigns allude to this sort of message, and particularly the Non-Violence Alliance poster shown previously, none of the campaigns explicitly use this appeal. However, it is a strong theme in some men's behaviour change work concerning VAW and, subject to testing, could have potential if executed appropriately in both primary prevention campaigns and campaigns encouraging perpetrators to seek help.

2.4 Comment on Executional Elements

Modelling of desired behaviours

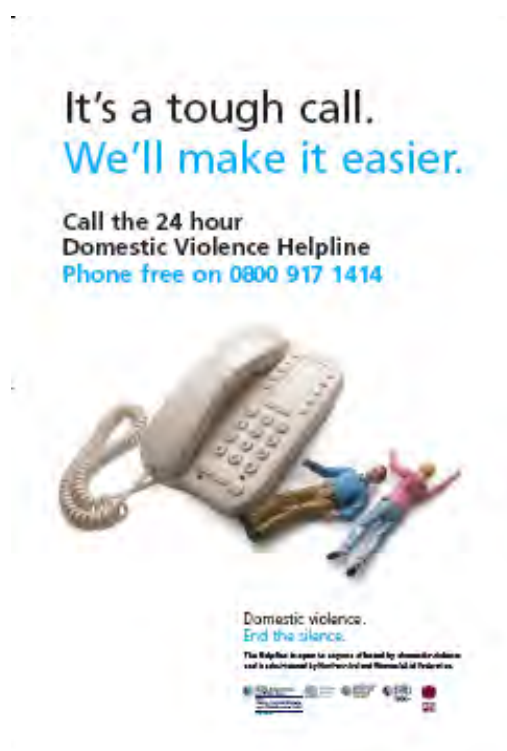
Consistent with social learning theory, a number of campaigns model the desired behaviours. The *Freedom From Fear* campaign introduced a 15 second ad showing a man calling the men's Domestic Violence Helpline after initial feedback suggested the telephone helpline message was understated in the original ads. The Northern Ireland campaign models people calling the helpline, and several youth campaigns attempt to model the correct behaviour in relationship situations (e.g., *Choose Respect*), and particularly in group interactive sessions.

Other campaigns have modelled the wrong behaviour – as in the Texas campaign showing a man overhearing violence reaching toward the phone but actually to put out the light, followed by the admonition that he ought to have called the given number. In our view, it is

far more likely to be efficacious to show the person actually making the call. The alternative execution above may be more likely to reinforce *not* calling than calling.

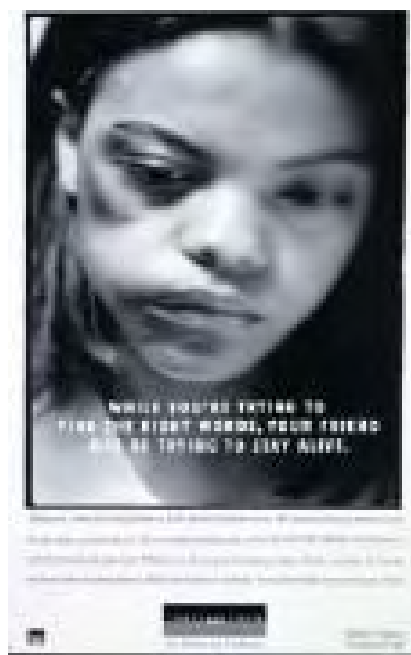
Use of dolls or cartoon characters

Several campaigns use dolls or drawn characters rather than real people in their campaign materials (e.g., Northern Ireland campaign below). In some cases the use of dolls is to tell a story through a child's eyes. In other cases, dolls or drawn characters are used where there are a variety of socio-demographic target audiences and it is not possible (or cost effective) to develop materials containing persons from all these groups. In these cases, using just one or two people may lead to other audiences not identifying with the person(s) in the materials, and hence paying less or little attention to the ads' messages (e.g., North Queensland's *Walk Away, Cool Down* campaign uses a cartoon character to reach Indigenous and non-Indigenous audiences and to relate to children as well). In yet other cases, drawn cartoon characters are used in campaigns that directly target children – such as the character Captain Harley in the Northern Territory's *Be Cool Not Cruel* campaign. Along a similar theme of maximising the range of people's identifications with the mass media materials, Tasmania's *Safe At Home* campaign used images (such as a finger or hand) in sepia colour tones so as to avoid identification with any particular cultural or socio-cultural grouping.



Bland vs 'hard hitting' executions

It appears that most campaigns do not depict violence or abusive behaviour. Some include sounds of violence or abuse (especially those encouraging others to take action (e.g., *There's no excuse for domestic violence*; Family Violence Prevention Fund [FVPPF], USA)) while others simply refer to it in a dispassionate way. A minority of ad executions graphically depict the negative physical impact on women, but again, most show a fearful/anxious face rather than a bruised face.

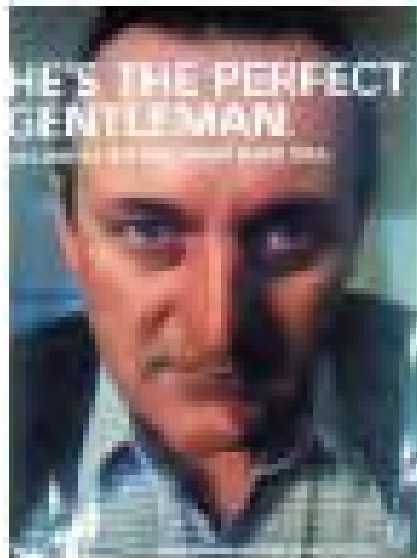


UNIFEM 2002 FVPPF

The *Freedom From Fear* campaign (and an earlier Northern Territory campaign; Unifem 2002) shows graphic scenes and sounds of verbal abuse which are deliberately ambiguous with respect to whether physical violence also occurs. This was because the campaign not only primarily targeted men who used physical violence, but also men on the pathway to using physical violence. Because of the extent of verbal violence and the inferred physical violence being witnessed by children in the ads, the ads were not to be aired before 8.30 pm in the evening.

Contrast executions

Variants on the ‘contrast’ executions referred to above refers to the man’s professed love for the woman juxtaposed with his violence towards her and with early marriage/honeymoon dreams turning sour as the man’s violence emerges. These appear to invite women experiencing violence to confront the reality of the violence and to work towards becoming safer (i.e., to seek help and safety).



UNIFEM 2002

Use of sporting figures/celebrities

A number of campaigns use well-known sportsmen in their media materials (e.g., NSW’s *It’s against all the rules*). The rationale is presumably to attract the attention of and better engage with the target audience so that the target audience will be more likely to comply with the desired messages. Celebrities also serve to attract more attention from the media and more involvement of community sponsors. However, unless these celebrities are also known for a genuine involvement in the issue, it is unlikely that they will have a substantial desired impact. In fact, given the connotations of sport and the news media reports of various sportsmen’s sexual and other aggression towards women, we suspect that such approaches should be deferred or at least thoroughly pre-tested before adoption in any given case.

2.5 Concluding Comment

Public communication campaigns to reduce VAW must continue to operate at two levels: individual and societal. By 'individual', we mean that campaigns must continue to: urge women experiencing violence to report the violence and to seek help; to encourage men using violence (or men at risk of using violence) to seek formal help to change their behaviour; and to encourage friends and family to intervene and to show them how to do so. These must be accompanied by targeted communication and advocacy interventions to persuade members of the justice/law enforcement systems to fully implement laws and to act in the best interests of women and children experiencing violence, and to persuade law makers to enact laws that protect and empower women and children.

By 'societal', we mean campaigns that are aimed at changing the socio-cultural environment of values, attitudes and beliefs that facilitate men's adoption of VAW by tacitly excusing or even condoning such behaviours (and particularly amongst one's social groups), and that inhibit members of society and its institutions from intervening and from advocating for change. Such campaigns need to 'counter existing cultural acceptance of violence and conversely generate public outrage about and a commitment to stopping violence against women' (Klein et al 1997).

For optimal effectiveness, these campaigns should run concurrently for two reasons: (i) individual campaigns have secondary or sub-text societal messages, and, vice versa, societal campaigns have implications for individuals' behaviours, and hence they reinforce each other; and (ii) the campaigns would have synergistic effects, in that women are far more likely to seek help if they anticipate an empathic and efficacious justice response, and bystanders are more likely to intervene if they believe that to be the social norm (and 'right' thing to do).

The campaigns reviewed in this report and identified in other publications raise a number of issues for consideration in the development of a comprehensive multi-targeted, multi-strategy, multi-media campaign to contribute to efforts to decrease VAW and its enormous negative personal, social and economic costs.

An emerging framework for campaigns

Based on the types of campaigns identified and on what we consider are factors that facilitate or inhibit VAW, a comprehensive communication strategy for Australia could include the following sorts of campaigns:

- Individual level campaigns targeting the immediate safety of women and children.
- Societal and specific institution campaigns that foster a positive institutional environment to facilitate the above.
- Societal campaigns that target whole communities to support and advocate for policy/legislative action to ensure appropriate institutional responses to women and men who seek help and to men who don't.
- Societal campaigns to achieve changes in social norms about violence in general and various connotations/concepts of masculinity that endorse or tacitly condone male violence.
- Societal campaigns to achieve changes in perceptions and reality of patriarchal power and privilege.

While similar principles apply internationally, different countries have different historical and present cultural and legal contexts that would determine how these campaigns are expressed.

There is also a need to be aware of and counter media messages from other sources that could undermine the above campaigns. Cartoons, comics, movies, advertising and how violence against women is reported in editorial all should be monitored and countered where necessary.

3. Listing of Campaign Summaries

3.1 General or Specific Awareness Campaigns

Campaigns under this category generally have a primary objective of increasing awareness and knowledge of particular issues related to VAW.

While most have the community at large as a primary target audience, many explicitly or implicitly target specific sub groups who experience, observe, perpetrate or come into contact with these groups or are otherwise affected by violence against women. For example, many have or include a focus on encouraging women who are experiencing violence to seek help. Some also encourage friends, family members or bystanders to help someone they know who is experiencing violence, or to assist someone perpetrating it to get help to stop their behaviour. A number, while not directly encouraging men engaging in VAW to voluntarily seek help (some examples of these campaigns are outlined in the next section), appeal to men to stop violent behaviour through one or more basic message strategies, such as moral argument, emphasising the negative consequences of their behaviour, promoting criminal sanctions, or through positioning VAW as socially disapproved of.

These campaigns also differ considerably in the extent to which they were comprehensive social marketing campaigns (i.e., involving consideration of the total marketing mix, marketing concepts of exchange and consumer orientation, research, segmentation and community-oriented factors that are involved in such campaigns), versus more narrow endeavours focused mainly on the production and dissemination of mass media materials. Furthermore, they differed in the extent to which they involved collaboration with community-based advocacy groups working towards ending male VAW through social change by addressing the ways in which women are disempowered by men and by patriarchal processes and institutions in society.

A number of women's based organisations (and a very small number of men's) have been attempting to produce social changes in this respect for a considerable time, and the campaigns we reviewed differed in the extent to which they involved them in designing communication objectives and message strategies in ways that would either directly or

indirectly assist their work. The *Soul City* campaign is one of the best examples we found of a social marketing campaign that attempted to enhance and facilitate social change in ways that address the power imbalances inherent in men's VAW, through assisting the work of women (and men) to collectively organise against unjust policies and systems at the institutional and societal levels.

3.1.1 Australia

3.1.1.1 Violence Against Women – Australia Says No

Location and Time

Australia-wide, 2004 and 2005

Background

This campaign was the replacement for the shelved *No Respect, No Relationship* campaign which is reviewed under the section Early Prevention Campaigns Targeting Youth. Despite work on the original campaign concept being considerably advanced, with media time already scheduled, a decision was made to focus on a less preventive campaign. Consequently, *Violence Against Women – Australia Says No* has been strongly criticised for the lack of consultation with specialised on-the-ground services and stakeholders in its development, on having a very narrow focus on violence (generally referring only to hitting and sexual assault), and on the relative haste in which it was developed (resulting, for example, in the execution appearing simplistic and possibly demeaning of women's power and agency in facing situations of abuse).

Formative research/baseline data on pre-existing community attitudes

Baseline research conducted for this campaign was oriented towards the original *No Respect, No Relationship* concept, and while it is an important piece of work, was focused on different target groups to those featured in the eventual campaign.

Target groups and behavioural objectives

The campaign focuses on two target groups:

- Women experiencing violence, with the behavioural objective to encourage them to phone the national helpline to seek help. Note, however, that the commercials also refer to the benefits of them speaking to a friend or the police.
- Men (in general, including those engaging in violence) with the behavioural objectives to encourage them to stop using or not adopt the use of violence against women, to phone the national helpline to seek help if they are using violence, to seek consent for sexual activity, and to take measures to stop other men from being violent towards women.

Communication objectives and message strategies

The corresponding communication objectives are:

- Women experiencing violence: to increase their understanding that violence is a crime and is not acceptable, is never their fault, and that although seeking help can be and feel difficult, it is the right thing to do and can make a difference.
- Men (in general, including those engaging in violence): to increase their awareness that violence against women is not acceptable and is a crime, women do not deserve violence, men can help to stop other men being violent towards women, that violence does not only include hitting, and that they must seek consent for sexual activity.

Basic features of the campaign

Television commercials, a booklet posted to each Australian household, a poster and brochure. Radio ads and magazine ads are also listed (but not available) on the website.

Mass media materials

One television commercial shows a young woman saying “My boyfriend hits me, then he says he loves me, and he reckons it’s all Ok”, followed by a dramatic boom sound and the words “No, it’s a crime” appearing on the screen. This is followed by a scenario of a different

young woman talking about a man not listening to her saying no to sexual activity after buying her a drink, followed by the words “That’s sexual assault”. A third scenario shows another young woman talking about her sister being hit, remarking that she should get help, with the words “Yes, she should” appearing on screen. The two final scenarios in this commercial are designed to portray the message that it is never the woman’s fault, and that getting help can make a difference. The commercial finishes by promoting the national helpline. A second and shorter commercial features similar vignettes.

The television commercial designed for men shows images of young men making the following statements, each followed by the boom sound and a particular statement flashing on the screen:

“I got really angry and I just gave her a slap. You know, stuff happens. But she knows, I mean she deserved it.” – **“No she didn’t.”**

“I kept going you know, and next minute she says I forced her. But it was too late - what was I supposed to do?” - **“You must have consent.”**

“Yeah, I know this bloke, and we all know he hits his girlfriend - never in front of people. But she won't do anything, and I can't say anything can I?” - “Yes you can.”

“You just lose control sometimes. It's only shoving and stuff. It's not like I'm one of those blokes who beats up on a woman.” - **“Yes you are.”**

“Well, she came back to my place - she knew what we were there for. Then like halfway through she said `no' - but I kept going...” - **“That’s sexual assault.”**

The commercial finishes with a voiceover stating that violence is a crime and is never acceptable, and promotes the national helpline. Posters feature the same visuals as in the TVC.



Community organising, community development and other accompanying interventions

Lifeline telephone counsellors were trained to respond to calls made to the national hotline number.

A curriculum resource for schools was produced to educate young Australians about healthy relationships and how to avoid abuse. This includes the production of a documentary about a girl who is severely beaten by her boyfriend. Although we have not viewed this resource, it appears to be based on the original *No Respect, No Relationship* campaign concept.

Outcomes and evaluation

An evaluation has been conducted, but the results are not publicly available.

Documented theories of attitude change and assumptions

None cited in the campaign information located to date.

Future plans

The campaign is being repeated in 2005 with no changes to the creative materials. It is on air at the time of this report.

Contact information

www.australiasaysno.gov.au

3.1.1.2 UNIFEM Australia White Ribbon Day

Location, time and background

This campaign represented a partnership between UNIFEM Australia and Saatchi & Saatchi, to coincide with *White Ribbon Day* on November 25 2004. The campaign apparently was done relatively quickly (approximately two months of planning) with limited articulation of the communication objectives.

Formative research/baseline data on pre-existing community attitudes

A survey was conducted prior to the campaign to assess attitudes. We have not obtained a copy of this research but it may be available via further communication with UNIFEM Australia.

Target groups and behavioural objectives

Target groups did not appear to be explicitly specified in the campaign's development. From viewing the mass media materials used in the campaign, the main target group appears to be the Australian adult community in general, although some of the campaign material suggests men are the primary audience. The main behavioural objective was to encourage people (perhaps men in particular) to become involved in *White Ribbon Day* (the specific call to action being to wear a white ribbon).

Communication objectives and message strategies

The key communication objective was to increase awareness of VAW in the home as a significant problem in Australia – and particularly amongst men.

The campaign drew upon the Australian public's interest in home improvement and renovation. It uses the slogan "This country needs some serious home improvement" to hint to the audience that if we are really serious about making our home the best environment we can, we need to attend to how men treat women in the home. The campaign used the statistic "23% of Australian women suffer abuse during a relationship" to emphasise the extent of VAW in Australia.

Basic features of the campaign

A 60 second television ad and several print ads, which we believe were disseminated mainly or solely through donated media.

Mass media materials

The television commercial takes the audience through a renovated house, with the female presenter congratulating the male owner on the improvements made. Progressively through the commercial, the male owner makes comments that implicitly reveal that he has been behaving in violent and controlling ways to his partner (such as talking about her falling down the stairs, mentioning that she will do more cooking "if she knows what's good for her"), and making an unwanted sexual gesture to the female presenter (putting his hand behind her back). The commercial closes with the caption "23% of Australian women suffer abuse in a relationship. This country needs some serious home improvement", followed by a call to action to support *White Ribbon Day*. To download or view this commercial, see www.whiteribbonday.org.au.

The campaign posters consist of interior room photographs resembling those found in home improvement magazines, but with text that describes the abuse occurring within the four walls. For example, one poster of a modern-style kitchen is accompanied by the words "The gallery style kitchen gleams in stainless steel. Keith dragged his girlfriend, by the hair, across

the original, polished floorboards. His favourite place to belittle her in front of guests is on the 20 metre Muebles dining table ...”. Some media advocacy work (publicity) was also conducted such as interview on Triple J. The text is in very small type (see below). Whatever the rationale for this, we suspect that many readers would simply not bother to read the text.



Community organising, community development and other accompanying interventions

In addition to the dissemination of white ribbons, other activities included the production of a resource kit (downloadable on the White Ribbon Day website), and the development of a leadership network for men to engage in activities promoting the unacceptability of VAW within their various spheres of influence.

Outcomes and evaluation

An evaluation was not conducted for the 2004 campaign but one is planned for this year's version.

Documented theories of attitude change and assumptions

None evident.

Future plans

There are plans for this partnership to do another campaign this year, as part of building a long-term strategy for *White Ribbon Day* campaigns in the years to come.

Contact information

www.whiteribbonday.org.au

3.1.1.3 Safe at Home: Tasmania

Location and time

Tasmania, December 2004 to February 2005

Background

Safe at Home is the Tasmanian Government's pro-arrest, pro-prosecution response to family violence, incorporating a range of legislation and service components. *Safe at Home* implemented a ten week media campaign to coincide with the passing of new family violence legislation through the Tasmanian parliament in December 2004, and with a wide range of changes to the Tasmanian government's response to family violence through law enforcement and social welfare. *Safe at Home* is conducted by the Department of Justice, Department of Premier and Cabinet, Department of Police and Public Safety, and the Department of Health and Human Services.

The *Safe at Home* program as a whole is budgeted at \$17.7m over four years, of which \$175,000 was allocated for the media component. This component was embedded within a comprehensive system of innovations and changes that took several years to plan.

Formative research

No formative research was reported being undertaken but there was some use of NSW qualitative research.

Target groups and behavioural objectives

The target audiences are men who engage in family violence, partners and children of offenders, and the general public.

The main behavioural objective for victims is to encourage the reporting of incidents of family violence to the police and to seek help both for themselves and their children. An implied behavioural objective for violent men is to cease their violent behaviour, and, for potentially violent men, not to use violence.

Communication objectives and message strategies

To increase awareness amongst all target audiences:

- that family violence is a crime rather than a private matter, and that it will be responded to by law enforcement agencies as such;
- that when someone is violent at home he is an offender;
- of some of the basic consequences of engaging in family violence (mainly to self but also to children);
- that help is available; and
- that freedom from family violence is a basic right.

To promote confidence amongst victims in particular that reporting family violence to the police will increase safety for women and children experiencing/witnessing it.

For violent and potentially violent men, the implied communication objectives are:

- to increase the perceived severity of the consequences of being convicted for VAW offences; and
- to increase the perceived likelihood of being arrested and charged.

Basic features of the campaign

Paid television, radio and print commercials, in addition to targeted secondary media (for example, messages on the back of “shop-a-dockets” where women and children can discretely access information about family violence), and unpaid media advocacy strategies.

Mass media materials

The campaign employed four 15 second television commercials. None included any dialogue or voiceover, but simply ambient music. This executional device was intended to increase the stand-out quality of the commercials compared to the “background noise” of other commercials, and to promote the seriousness of the issue. Solemn, sepia colour tones were used to encourage cross-cultural applicability rather than focusing on a particular skin colour. Hands were chosen as the main visual image due to them being readily associated with domestic violence actions, and so that particular types of cultures, sub-cultures, demographics and appearances were removed from the commercials so that viewers / readers could use their imagination to make the images relevant to their own personal circumstances. This was also designed to reduce the stereotyping of victims and perpetrators, and to maximise target groups’ being able to associate with the messages. The lack of voiceover also potentially helped in this respect.

All commercials contained the message “*everyone has the right to be safe at home*”. Three were targeted mostly to men who engage in family violence, focusing on the consequences of this behaviour:

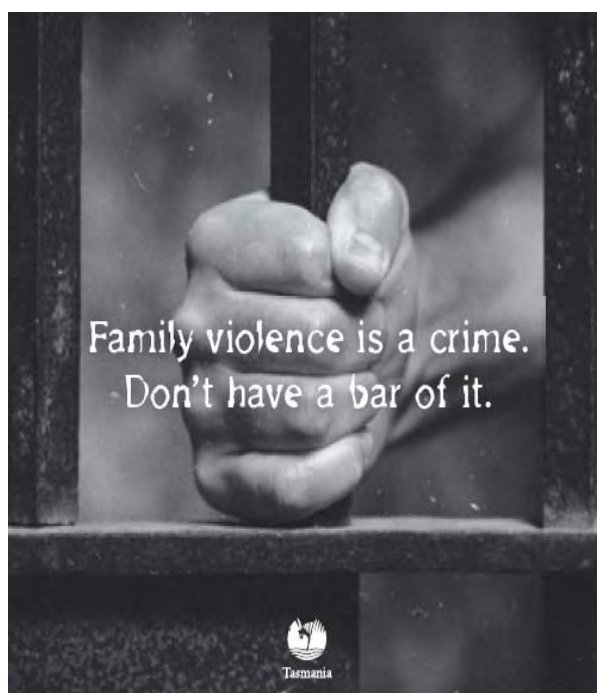
- One shows a fist coming towards the viewer, seemingly as part of a motion to punch the camera, but then suddenly stops to hold a bar in a prison cell to the sound of a prison door closing, with the caption “Family violence: Don’t have a bar of it”.
- Another starts off with the caption “Family violence leaves its mark” (with the viewer initially indirectly led to believe this refers to victims), and then displays a finger being taken to be fingerprinted to highlight consequences to offenders.
- The third shows an adult hand putting a bandaid on a child’s hand, with the caption “The scars of family violence are more than skin deep”, referring to the psychological scars that family violence can have on children.

Text on one or more of the commercials included messages such as: “The rules have changed, offenders will be prosecuted” and “New tougher penalties will apply for violence when children are present”, to increase awareness for Tasmania’s new pre-arrest, pro-prosecution policies.

One commercial was targeted more towards women experiencing family violence, showing a very young child’s hand reaching up to a female hand, with the caption “Are you affected by family violence? You are not alone.” The visuals attempt to remind women that children also need support. Information is provided on ways to seek help.

These images were also used in print advertisements. Radio commercials used sound effects to replace the visual images (for example, the clang of a prison cell door closing).

The overall slogan was: “Every one has the right to Feel Safe at Home”.



The rules have changed. Offenders *will* be arrested.

Everyone has the right to be **Safe at Home.**

For assistance call 1800 633 937 • www.safeathome.tas.gov.au

Community organising, community development and other accompanying interventions

The mass media component was timed to coincide with the launch of a comprehensive system of improvements in how family violence is responded to in Tasmania, backed up by new legislation. These included:

- Creating a pro-arrest, pro-prosecution policy environment that attempts to maximise women's safety and takes decision-making regarding arrest and prosecution out of the hands of women experiencing family violence and into the hands of law enforcement agencies. Safe at Home aims to make the police and legal response sufficiently effective so that women have nothing to fear by reporting family violence (for example, in terms of the possibility of future reprisals by their partner).
- Expanded capacity and proficiency by Tasmanian police to respond to incidents and at-risk situations of family violence, through measures such as Victim Safety Response Teams that assist women in the macro and micro aspects of safety planning. Safe at Home intends consistency between the basic communication objectives of the campaign (e.g. that family violence is a crime) with what women who seek help actually experience in practice (e.g. that their partner's behaviour is taken seriously and treated as a crime, and that reporting violence to the police actually does increase their safety).
- Increased penalties for men breaching family violence orders.
- The upscaling of a helpline to assist people calling about matters of family violence, to make referrals to appropriate services and to enable police action where the person's safety is at risk.
- Counselling and support for women experiencing family violence.
- Development of resources for women experiencing family violence.
- An Offender Intervention Program where courts can mandate convicted family violence offenders to attend behaviour change programs.
- Education materials for health and other professionals to raise awareness of mandatory reporting requirements for family violence.

Outcomes and evaluation

A pre-test – post-test evaluation was conducted. Respondents showed high levels of campaign recall (around 64%), but recall of the key slogans was low (only 6% for each of the two key slogans). About two-thirds of the respondents could recall at least one of the campaign messages, with women having a higher recall of almost every campaign message than men. While physical violence was identified by the majority of respondents as a form of domestic violence, only just over one-third saw psychological pressure as a form of abuse, with threats, sexual abuse and destruction of property identified by even fewer respondents. The campaign was associated with an increase in domestic violence being spontaneously mentioned as a threat to safety in the home (an increase from 6% to 9%).

Impact evaluation data – in terms of whether the campaign correlates with any changes in the number of restraining orders, arrests for VAW, and the use of the Family Violence Response and Referral Line – will be analysed but were not available at the time of writing this report.

Documented theories of attitude change and assumptions

None that we are aware of. An expert on family violence was consulted in the development of the campaign materials.

Contact information

www.safeathome.tas.gov.au

3.1.1.4 Let's Stop It....Now: Northern territory

Location and time

Northern Territory, originating in 1995 through the *It's got to stop....* campaign, with a second phase conducted in 1998. The third phase – *Let's stop it....now* was launched in 2001 and was completed in June 2003.

Formative research/baseline data on pre-existing community attitudes

No community attitudes survey was conducted to inform the campaign. However, pre-test surveys were conducted as part of the campaign evaluation, some of the results of which are described below.

Background

The original 1995 campaign (*It's got to stop....*) employed radio, cinema, television and printed materials to inform the Northern Territory community about domestic violence, and to challenge community attitudes that accept domestic violence as normal. The 1998 campaign (the second phase of *It's got to stop....*) used electronic and print advertisements to complement the *Captain Harley's Be cool....not cruel* campaign (reviewed separately in this document), focusing on the effects of domestic violence on children.

The *Let's stop it....now* campaign aimed to build upon the successes of earlier campaigns by moving beyond increasing awareness, to encouraging people who witness, experience or hear of domestic violence to take action. It also aimed to increase or reinforce the community's understanding that domestic violence is never justified, and that the offender and not the victim is responsible for the violence.

Target groups and behavioural objectives

Three main target audiences were delineated for the campaign – the general public, women who experience violence and men who engage in violence.

Behavioural objectives included:

- Victims: Increased level of reporting and use of services; ending a violent relationship
- Offenders: Increased self-referrals to services
- Public: Increased levels of bystander interventions in domestic violence situations

Communication objectives and message strategies

The specific beliefs targeted in the communication objectives included:

For the general public, to emphasise that:

- Domestic violence and sexual assault are crimes that will not be tolerated.
- Freedom from violence and from the fear of violence is a basic right.
- Sexual assault may accompany domestic violence.
- General members of the community can do something about domestic violence.

For women who have experienced violence, to stress that:

- They are not responsible for the violence.
- They can draw upon their social support networks to help them stay safe.
- They can make choices so they can become free of violence.
- Help is available from services.
- If left unaddressed domestic violence is likely to get worse and could have even worse effects for themselves and for their children.

For men who engage in family violence, that:

- It is their responsibility to stop this behaviour.
- Under no circumstances is it acceptable.
- Continuing their violence carries great risks such as losing the affection of their family and the respect of their friends.

For bystanders who are aware of or witness/hear domestic violence happening to others, the communication message was that it is their business to intervene and that doing so could make a positive difference.

An additional communication objective inferred from one of the television commercials targeted towards teenage girls was that it is the right thing to protect oneself from male abuse and violence by ending a relationship, and that this is something that would be supported by their peers.

Basic features of the campaign

Television and radio commercials, and posters.

Mass media materials

The current *Let's stop it now....* campaign has five television commercials, some of which are reproduced in radio and poster form. All of the commercials end with the banner "Domestic Violence: Let's stop it now" and a crisis telephone number to call. Some commercials briefly flashed the banner (without the crisis number) about two-thirds of the way through the commercial, to mark a demarcation point after which positive action was taken to address the violence portrayed earlier in the commercial.

The commercials consisted of:

- A man screaming and grabbing at his partner at a party after becoming jealous because she was talking with another man. One of his friends shakes his head while this is occurring, and then confronts him saying "How long do you think she'll put up with it? You'll lose the kid [with the commercial portraying a pensive looking young boy], you'll lose her, you'll lose the lot". Indigenous actors were used in this commercial.
- A teenage girl being positively supported by her peers for closing a relationship with a boy who was being too possessive, with words such as "You guys are right. I shouldn't have to deal with that".
- A father and son watching television, looking worried about the violence that they are hearing next door, and trying their best to ignore it (the poster version contains words such as "It'll stop soon. It's none of my business. It'll only make it worse. I don't want to get involved. It won't make any difference". The campaign logo then briefly flashes, after which the father is shown calling the police.
- A mother cuddling her daughter and putting her to bed, and then looking worried as memories flash through her mind of her partner behaving violently towards her. The daughter also starts to look worried and apprehensively says "Daddy's home" as a car pulls up in the driveway. The commercial then flashes to the campaign logo, and returns to the mother saying to the daughter "That's OK. Uncle Jack and Auntie Barbara are staying". The father comes through the door in an angry mood, but sees

two family friends (or relatives) sitting on the couch, and realises that he needs to calm down.

- A few couples walking out of a night club late at night, with a male pressuring a female to go for a drink. She says “I told you before, it’s over” and goes to her peers who look worried. She says she’ll be OK and leaves, but her peers decide to hang around to see if she is OK. The campaign logo then flashes, and the peers intercept the male when he is following the female, and ask him to leave her alone.

The television commercials used in the 1998 phase *It’s got to stop....* campaign, were as follows:²

- To the scenes of a seemingly happy family relating together and having fun, and to the sounds of uplifting peaceful music, a male voiceover says words similar to “We call it love, and it’s like nothing else. With love comes trust, respect, partnership. It’s as precious as breathing, natural as life itself”. The scene then dramatically changes to a DV situation outside a family home of ambulance personnel lifting a stretcher into an ambulance, and a man getting arrested by police. The voiceover continues “Nearly half of Northern Territory people murdered die at the hands of people who said they love them. That’s not love, its domestic violence, and it’s got to stop”, followed by the crisis line number flashed on the screen (the way in which all the commercials end). This commercial was closely adapted from one of the original commercials used in the New Zealand police family violence campaign reviewed in this report.
- A boy aged about 15 says words similar to “When I was growing up, Mum and Dad used to argue all the time”, with the scene changing to a man screaming at a woman. The boy says that he was screaming in his mind for his father to stop, and that he recently found out that Mum had a miscarriage due to his violence. Strong scenes of the father standing threateningly over the mother continue. The commercial then segues into the boy as a young man, and he reports that he finds himself carrying on in the same way to his family. He says “I love my family, and it’s got to stop”, with the scene expanding to show that he is saying this to a counsellor.
- A teacher compliments a child on a drawing of characters in a picnic. These characters then come to life in the commercial as a cartoon, with scenes of the father ‘turning into a monster’ and pushing the mother over. As a result, the picnic had to

² It appears that the campaign title “It’s got to stop....” was adapted from one of the messages used in some of the NZ Police campaign commercials.

end (the child narrates this story of the cartoon characters). Seguing back to the school, the child says “I don’t like that monster, he’s scary”. A male voiceover then says “Domestic violence affects everyone. Don’t let your child think you are a monster”.

- A man screams and smashes things, and the scene shifts to a woman tending to her bruised eye in the bathroom. Further scenes continue in this fashion. An authoritative female voiceover says words similar to “If he does it once, he’ll do it again. You can try to cover it up, but ... if unresolved, family violence usually gets worse, not better”. The commercial ends with the scene of the man giving her flowers, but after initially smiling in response, she looks away uncomfortably. This commercial also appears to have been adapted from one of the original commercials used in the New Zealand police family violence campaign.

Community organising, community development and other accompanying interventions

The mass media campaigns were part of a comprehensive domestic violence strategy that included: strengthening the criminal and justice response; improved reporting procedures for incidents of violence; programs for victims/survivors, offenders and young people; and stimulation of community development activities.



Outcomes and evaluation

An evaluation of the initial 1995 *It's got to stop....* campaign showed that violence-inhibiting attitudes (for example, that domestic violence should not be tolerated and is a crime, that

abusive men should be held accountable for their actions, that family violence affects children, that it isn't a private matter) were held by the majority of respondents at the pre-campaign survey, resulting in relatively little room for the campaign to do more than maintain these pre-existing positive attitudes.

An evaluation report published in 2000 concluded that the 1995 and 1998 community education mass media campaigns (including *Captain Harley's Be Cool....Not Cruel*) conducted in the Northern Territory had a "Far-reaching impact on increasing awareness of domestic violence in the Northern Territory community" (Northern Territory Government, Occasional Paper No. 39). As a whole, the Northern Territory campaigns were associated with an increased awareness of and intolerance towards domestic violence, increased awareness of the effects of domestic violence, and an increased awareness of appropriate services available to women and children who experience domestic violence.

An extensive evaluation of the *Let's stop it...now* campaign is currently being conducted, focusing particularly on measures of behavioural change and outcomes rather than only changes in awareness and attitudes. Given that the latest wave of media materials occurred two years ago, it appears that this evaluation is quite long-term in nature and may involve the mass media campaign in the context of the NT government's overall domestic violence strategy.

It's got to stop... has won both an Australian National Violence Prevention Award and an Australian Marketing Institute Award (we are not sure if this was also the case for *Let's stop it....now*).

Documented theories of attitude change and assumptions

None outlined in the campaign documents that we obtained.

Contact information

Office of Women's Policy, NT Government.

3.1.2 New Zealand

3.1.2.1 New Zealand Police Family Violence Campaign

Location and time

New Zealand, 1993-95. Although our brief was to consider campaigns conducted since 1995, this campaign is one of the most well-known in its field, and we consider its conclusion to be important. Two of the television commercials used in the second phase of the Northern Territory campaign *It's got to stop....*, for example, were closely adapted from two used by the NZ Police.

Background

In 1993 the NZ Police, working with the firm Communicado, initiated a public awareness campaign to change attitudes in the wider community, to emphasise that domestic violence is not just a 'domestic', but is a crime and needs to be responded to by calling for help. The campaign was developed also to change the internal police culture that traditionally minimised the seriousness of calls out to family violence situations as 'just a domestic', rather than police placing responsibility on the offender and taking steps to ensure that women and children are safe from his behaviour.

Formative research/baseline data on pre-existing community attitudes

No information was obtained on whether any local data on community attitudes were used to inform the campaign.

Target groups and behavioural objectives

Four primary target groups were identified:

- women experiencing violence,
- offenders and potential offenders,
- witnesses to domestic violence. and
- members of the police force.

The main behavioural objectives were:

- Encourage reporting or seeking of help by women and children experiencing violence - and by others witnessing violence.
- Deter offenders and potential offenders from engaging in or continuing VAW, and encourage them to enrol in men's behaviour change groups.
- Police to enforce the laws with respect to domestic violence

Communication objectives and message strategies

The objective of the first year of the campaign focused particularly on:

- increasing awareness of family violence and changing the public's understanding of it;
- so as to create an environment where women and children would seek help, offenders would accept personal responsibility, and witnesses would make reports.

The campaign throughout attempted to change attitudes that inhibit help-seeking behaviour and that build a culture of intolerance towards family violence.

The central message of the campaign was "Family violence is a crime – call for help." Other key messages included that family violence has serious consequences for offenders – that they will be charged - and that women will benefit from the strong pro-arrest policy taken by the police.

The campaign also included a number of other communication objectives implicit in the mass media materials. From the two series of television commercials, these included the following, delineated across the main target groups.

Towards women experiencing violence:

- Your partner is likely to get worse in his violent behaviour, and despite your best efforts to cover it up, the problem won't go away. Asking for help can be a big step to take but you won't be able to change the situation unless you do.
- You have options, and the police and other agencies can help you make an informed choice to protect yourself and your children.
- Asking for help can significantly change your situation for the better.

Towards children in a family violence situation:

- You and your mother have options to change the situation.

Towards offenders or potential offenders:

- You will be arrested and charged, and will feel humiliated by the concrete realities that this entails.
- There is no excuse for your violence.
- Being violent is not a tough thing to do.
- You can stop your behaviour by getting help.
- You are going too far as soon as you hit your partner the first time.

Towards witnesses:

- By not doing something to help, you will have to live with your guilt if some harm comes to the woman or children experiencing violence.

Towards the police:

- Family violence situations happening at home can result in serious outcomes that would be treated very seriously in any other context (such as murder).

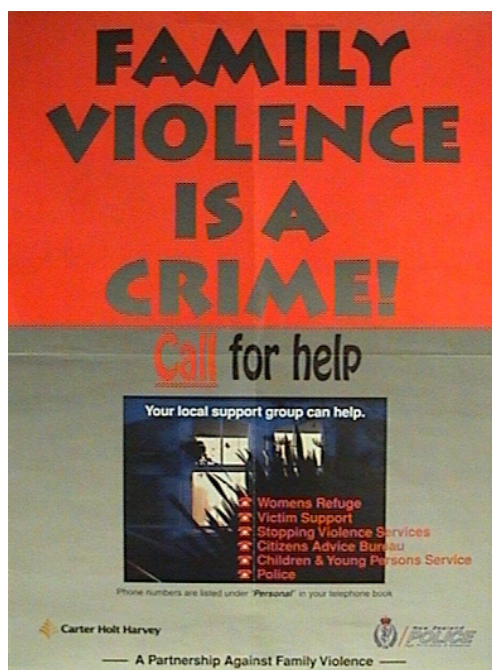
Basic features of the campaign

The campaign was based on:

- Three high-rating documentaries (that each averaged half a million viewers) broadcast on primetime NZ television:
 - “Not Just a Domestic”, which used a case study format to raise awareness of issues involved with family violence;
 - “Not Just a Domestic: The Update”; and
 - “Picking Up the Pieces” which explored the effects of family violence on children through the story of five New Zealanders with first-hand experience.
- Two series of television commercials.
- Two music videos (at least one of which charted quite highly).
- Other media included print advertisements, posters, signage at sportsgrounds and bus advertisements.

The campaign also employed a strong media advocacy component, being linked to the 1994 International Year of the Family. Women's magazines picked up real-life stories in the documentaries, providing a high level of unpaid media coverage.

While there was a large communications budget for paid media, television and media production companies donated large amounts of free-to-air media time and in-kind production costs.



Mass media materials

Two series of television commercials were produced, covering fourteen ads in total. These are each briefly described below (we are guessing that the first four comprise the first series, as they are more general and executed with less sophistication, containing more graphic scenes and re-enactments of violence against women and its effects). Some of the commercials feature Maori actors, and they feature people across a range of socioeconomic classes. Many of the last ten are set to quite ordinary and commonplace family home settings (a boy playing basketball, a man fixing a car, a woman sewing, etc), presumably to maximise viewer association with the commercials. The language also took the vernacular of the

various SES-based groups that featured in the commercials (for example, use of the word “cops” rather than police where appropriate).

- A series of scenes focusing on women experiencing violence, based around the theme that domestic violence won't stop, the offender's behaviour will get worse, and that it's not possible to keep covering it up. For a more detailed outline, see the description in this report of the equivalent commercial that adapted the NZ Police version as part of the *It's got to stop....* campaign (described under *Let's stop it now...*). All of the commercials end with the main campaign logo.
- Scenes of a happy family followed by ambulance and police presence at the aftermath of a family violence situation - for a more detailed outline, see again the description of the equivalent commercial that adapted it as part of *It's got to stop....*
- A rapid series of scenes showing the consequences to men of perpetrating family violence, such as being fingerprinted or being locked in a prison cell, and encouraging them to enrol in a men's behaviour change group. This commercial appeared to employ a similar philosophy to some drink driving ads that show the consequences to men not in terms of the damage done to other people or to themselves in the long-term, but the immediate shame and humiliation of being arrested and charged by police and the concrete realities that this entails.
- A commercial directed towards women informing them that they do have options and can call the police. The commercial provides statistics on the success that the NZ police force is having on arresting men, and emphasises the wide range of support that are available to women to help them make an informed choice for the best interests of themselves and their children.
- As with most of the remaining ten commercials to be described, the commercial begins with a scene of the outside of a typical family house (in some of the commercials, there are simultaneously sounds of a typical family violence scene in the background). A boy playing basketball in the garage describes how his father hits his mother, and that neither he (the boy) nor she liked it, and that they got out of the situation.
- A man, while fixing a car, talks about how he started hitting his wife, and that he has no excuse. He says there is nothing tough about beating up his wife, and that he had to stop and needed help. He concludes with “Picking up that phone mate [to get help] was the best damn thing I ever did.”

- Commencing with a scene of a clothes line set to sounds of family violence in the background, a woman, while taking clothes off the line, talks about how her partner threatened to kill her, that he had a gun, and how frightened she was. She mentioned that she called the police and they arrested him. She concludes with “I reckon I owe them my life”.
- A woman making tea in her kitchen describes how she wishes she had done something about the domestic violence she knew was happening next door. She mentions how every time she sees the children next door she realises that she could have done something to save their mother’s life.
- A white collar man talks about being arrested after putting his partner in hospital: “Didn’t think I was the type who would end up in jail”. He remarks how he had been going too far for years, and that the first time he hit her, he had gone too far.
- A woman at a restaurant talks about how she was hiding her bruises caused by her partner, and that she sought help and got it from the police and from support groups. She says “All I needed to do was ask”.
- A police woman at the scene of a house after a situation of domestic violence says quite passionately that “it’s not just a domestic” and that if he had have killed her, it would have been murder. She says “It’s got to stop”.
- A similar commercial to the above, but with a male police officer remarking with disgust the excuses that men use to justify their violence. He talks to the camera as if he is talking to the offending men himself. He passionately ends by saying that domestic violence is a disgrace and that it has to stop.
- Another commercial involving a male police officer in the aftermath of a family violence situation, hinting at the old ways in which the police may have handled the situation (sitting him down and telling him not to do it again), and that now the police will arrest and charge him with assault.
- A woman while sewing says that she didn’t want to get help as she loved him, and because he was the father of her kids. She remarks how he said that it would stop but it kept occurring, and that she had to put a stop to it, that she called the police and decided that there would be no more.

Community organising, community development and other accompanying interventions

The campaign took very seriously the development of partnerships between NZ Police and a range of non-government agencies working with women, children and men. A major background factor to the campaign was the desire to develop a coordinated approach to family violence. Helplines were established for each of the three documentaries, through which viewers could call to receive assistance regarding family violence situations.

Activities to challenge police force attitudes were an important part of the campaign, through briefings and internal publications, policy and training. Police were provided with the power to make arrests and press charges without needing women to press charges.

Outcomes and evaluation

This campaign made some of the greatest efforts to measure behavioural changes of any that we have reviewed in this report. Evaluation measures were taken across the three main behavioural objectives.

Some of the findings include:

- There were very high levels of prompted awareness of the campaign (92% by September 1995), and two-thirds of those who recalled the campaign said that it had influenced their attitudes towards family violence.
- A few thousand calls were made to the helplines, the majority from the 'victim' group, but a substantial minority coming from witnesses (28% from the first helpline established after the first documentary). Across all the helplines, approximately 50% of the callers said they had not discussed the impact of family violence on their lives with anyone before.
- Women's services reported a significant increase in women seeking help.
- There was a 44% increase in police records of assaults by men on women from 1993 to 1994, with the number of offences then dropping slightly in 1995 and again in 1996.
- The number of prosecutions for family violence more than doubled from before to after the campaign.

- There was a 50% increase in self-referrals from men seeking help for their family violence problems, and referrals from judges in the courts doubled. Some 27% of callers to the helpline after the second documentary were men.
- In the six years prior to the campaign, an average of 14 women per year were murdered by their male partners. In the first year of the campaign, this dropped to 10, 9 in the second year, and 7 in 1996.

The campaign has won the Supreme Award at the 1995 NZ Marketing Awards, a Gold Quill Award from the International Association of Business Communications, a Silver Medal at the PROMAX Asia Electronic Media Awards, and the Premier Film/Television Award at the NZ Media Peace Awards.

Documented theories of attitude change and assumptions

None obtained.

Contact Information

NZ Police.

3.1.2.2 NZ Women's Refuge Campaign

Location, time and background

The Saatchi & Saatchi advertising agency have been involved with the NZ Women's Refuge association over the last few years to promote their annual appeals. Women's Refuge is a charity that operates safe houses, counselling and outreach work in New Zealand. Although these campaign materials were not designed primarily to change attitudes or behaviours concerning VAW, we have included them because of the interesting creative work involved.

Target groups and behavioural objectives

These campaigns targeted the public in general, but primarily women aged 25-54 who are supportive of women's issues and empathic to the trauma and impact of family violence on women and children. The behavioural objective was to boost donations to the annual appeal.

Communication objectives and message strategies

The primary communication objectives were to raise awareness of and positive attitudes towards Women's Refuge as a primary service provider/carer for women victims. The specific beliefs that appear to have been targeted are that the Women's Refuge does valuable, effective work and needs funds to continue that work.

Using the platform "Fight domestic violence" with the call to action being to donate to Women's Refuge, the agency's creative strategy was reportedly informed by the following principles³:

- Using media driven creativity, that is, matching the message to the medium in the most effective manner possible. Each creative concept reflected the intrinsic attributes of each medium to exaggerate and draw attention to the different types of domestic violence.
- Being surprising: a multitude of messages delivered in a variety of ways, but each working strongly off the 'Fight Domestic Violence' platform.
- Being everywhere and anywhere: at home, at work, on the street, in places of leisure; with each medium and message creating a 'stir' in their own right, but also contributing to a bigger, stronger picture when combined.
- Capturing hearts and minds of women in particular.

³ These principles are quoted from the application document for the 2002 Effie Awards, by the 2001 NZ Women's Refuge Annual Appeal.

Basic features of the campaign, and mass media materials

The 2001 campaign included:

- A fashion spread in women's magazines such as Cleo and Women's Weekly (involving models portraying fashion clothes showing bruising and other effects of domestic violence).
- Outdoor posters.
- Two television commercials and a cinema commercial.
- Bruised mannequins displayed in shop windows.
- Billboards of distressed women with fake graffiti of words such as "slut" and "bitch" smeared over them.
- Bus shelters with deliberately broken glass in a small area, and directly behind the broken glass a picture of a black eye or bruised face so that the glass is smashed over the injury (with the campaign slogan "Fight domestic violence")

Accompanying media advocacy/publicity events included key celebrities being made up with a black eye and bruised face, or female 'ambassadors' of the campaign going to work with a made up black eye. The campaign generated a considerable amount of free broadcast and print media coverage through interviews and articles, as it attracted considerable media interest.

One of the commercials portrays a young woman whose face morphs into displaying the signs of domestic violence (e.g. blood starting to come out of her nose), with captions emerging and then fading from the screen that display some of the 'trigger reasons' or 'excuses' men give for becoming violent towards their partners – "the beds weren't made", "dinner was cold", "we lost the rugby", "we ran out of milk", etc. The captions become increasingly ridiculous to portray the message that some men use just about any excuse to justify being violent against their partners. As the commercial closes, the bruises and bleeding start to disappear from the woman's face, and a call to donate to Women's Refuge is put on the screen as the face totally heals. The commercial has no voiceovers and the only sounds are that of a reflective, ambient background tune.

Community organising, community development and other accompanying interventions

The campaign was performed in conjunction with activities concerning Women's Refuge annual appeal.

Outcomes and evaluation

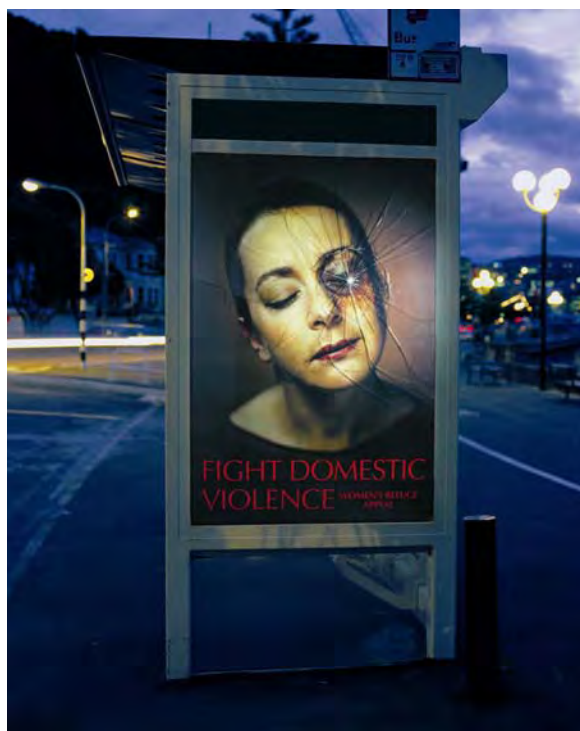
The 2001 campaign tripled the amount of donations of the previous year's appeal (+322%). However, previous campaigns apparently had much less media weight and hence the increase may have resulted from increased awareness independently of the creative approach.

Documented theories of attitude change and assumptions

None evident.

Contact information

Saatchi & Saatchi Wellington office. <http://www.womensrefuge.org.nz/>



3.1.3 South Africa

3.1.3.1 Soul City, South Africa

Location and time

South Africa, 1999, continuing.

Background

Soul City: Institute for Health and Development Communication is a large South African organisation established in 1992 to develop mass media campaigns on health and social issues, with particular expertise in ‘edutainment’ strategies involving television and radio dramas. It has run six television and radio campaign series over 15 health and development issues, with the predominant focus being HIV/AIDS. In 1999 it conducted an advocacy campaign in association with the National Network on Violence Against Women (NNVAW), with the broad aim to provide public pressure to speed up the implementation of the Domestic Violence Act passed into legislation in the previous year. This legislation provided extra protection for women experiencing violence through expanding the capacities of police to intervene. The South African government appeared to lack an implementation strategy for the legislation, and a range of departments that were required to progress enabling tasks for the legislation to come into effect were acting very slowly.



Baseline data on pre-existing community attitudes

The campaign operated in a context of very high levels of domestic violence – in one study, for example, over 40% of males reported physically or sexually abusing their female partners at one or more points over the past 10 years (www.soulcity.org.za/downloads/HM%20Article.pdf). Due to the police-sanctioned violence in the Apartheid era, and the need

for communities to defend themselves, there is a strong culture of violence in South Africa, and a real hesitancy by the police to intervene.

The Soul City Institute conducted research on community attitudes towards VAW to help inform the development of the campaign, but this research was not available in a form that could be released externally.

Target groups and behavioural objectives

Having a large focus on advocacy, a main target group consisted of politicians and public servants involved in the Justice and Safety & Security departments at both national and provincial levels, and public servants working on an inter-departmental Domestic Violence Act implementation team.

The second target group focused on women experiencing violence, with the aim to encourage them to call a national toll-free hotline to obtain assistance.

The third was the general public, with the aim to shift social norms away from supporting collusion with VAW and with the actions of men engaging in violence, and towards behaving in ways that express active opposition (both in the home and in public) against such violence. Specifically, the campaign aimed to contribute to a social climate in which VAW is viewed as unacceptable, and to encourage people to recognise VAW as everyone's problem and to take action to combat it.

Such action was encouraged by the campaign not only in the form of stopping violence in individual situations, but also through collective organising by women (and men) to address the social injustices and institutional/societal level factors that perpetuate VAW. *Soul City* was one of the few campaigns that we reviewed which named the facilitation of collective, community-based action towards social change as an explicit behavioural objective.

Communication objectives and message strategies

For politicians and public servants, that the community expects the Domestic Violence Act to be taken seriously by the relevant authorities and for its implementation to be accelerated.

For women experiencing violence:

- Domestic violence is wrong. It is never acceptable or excusable.
- It is important to talk about as a form of health-seeking behaviour.
- You can get help from the national helpline or from a woman's organisation.
- Domestic violence is against the law - the police are meant to support you; you can get an order to prevent an abuser harming you any further; you can lay charges of assault.

For the general public:

- Domestic violence is wrong. It is never acceptable or excusable.
- Domestic violence is not a private affair - it affects us all - men and women.
- We can do something to stop it. We do not have to tolerate violence against women as inevitable - as a woman's "lot in life" or a "cross that she must bear". Don't stand by and do nothing. We can give help to an abused friend, get help from the helpline or a woman's organisation, call the police or make a noise to distract the abuser until the police arrives, etc.
- The community must say that domestic violence is wrong.
- Domestic violence is a violation of a woman's human rights.
- Domestic violence hurts children too.
- Break the intergenerational cycle of violence. Teach your children that violence against women is wrong.
- Culture and religion condemn, not support, violence against women.
- Challenge myths such as "she must have done something to deserve it; if it was so bad she would just leave".
- Men do not own women - men and women are equal.
- That legislation needs to be implemented.

Basic features of the campaign

The campaign consisted of:

- A television series on South African public television (in English and in nine regional languages), consisting of 13 one hour episodes.
- A daily radio drama of 45 fifteen minute episodes.
- Print material through regional newspapers.

- A booklet on domestic violence.
- An advocacy and social mobilisation campaign

Given Soul City's focus on a range of health and development issues, the campaign did not focus exclusively on VAW, though it was the predominant theme. The drama series included consideration of HIV/AIDS, hypertension, youth sexuality, small business development and financial budgeting, and pedestrian safety.

Furthermore, two of the secondary foci of the drama series relate directly to VAW – sexual harassment in the workplace, and youth sexuality. The latter was designed to dispel myths that males cannot control their sexual urges, and that females should have as much say as males in choices about sexual relating, among other things. These secondary foci will not be discussed in this review, but further information on them can be obtained through www.soulcity.org.za/06.03.asp.

Media advocacy was an essential part of the campaign. NNVAW members were supported (through training in advocacy skills, production of a media resource directory, etc) to develop relationships with regional and local journalists. As a result, a number of newspapers appointed journalists to follow and report on the campaign.

Mass media materials

Soul City developed a television drama that is used by all of its edu-tainment and advocacy campaigns, with a different series devoted to each campaign (the fourth for VAW). The drama is set in a community clinic in a fictitious South African township named Soul City. The VAW series follows a much loved character being emotionally and physically abused by her husband, with her and her children experiencing a range of consequences (such as reduced self-esteem and depression). Her family pressures her to accept the violence as 'a woman's lot' and to try to make the marriage work. Through support by friends and the clinic, and through the national helpline, she finds out about the Domestic Violence Act, and begins to stand up for her rights and reclaim her life. Her husband begins to re-evaluate his actions as his life starts to crumble around him. An outline of each of the episodes is available at www.soulcity.org.za/06.04.asp.

The radio drama series is described in detail at www.soulcity.org.za/06.05.asp. It involves the story of a woman and her children suffering physical, emotional, financial and other forms of abuse from her husband. Her initial attempts to get help from the community are not successful, with a village chief and a young police officer feeling unable to intervene. However, she eventually gets support from her community (through neighbours banging pots and making a noise when her husband is violent), and through the Domestic Violence Act is able to get protection to increase safety for herself and her children.

A detailed resource book on VAW was produced for journalists to improve the level and content of media coverage on VAW issues (to download a copy, see www.soulcity.org.za/downloads/VAW_booklet.pdf). This book includes numerous statistics on VAW and dispels a range of myths associated with the issue. A workshop was also conducted for journalists.

Community organising, community development and other accompanying interventions

The campaign worked with NNVAW to develop a range of accompanying interventions, across four levels:

- Media advocacy.
- Lobbying politicians and public servants whose work is relevant to the implementation of the Domestic Violence Act.
- Social mobilisation processes, through community based activities (at both national and provincial levels) during the broadcast period to extend the impact of the series, such as public meetings featuring the celebrity actors of the television series, campaign launches and marches, provincial parliamentary hearings where community members could directly question politicians, etc. These processes were intended to enhance the existing efforts of women (and men) to collectively organise against VAW and to produce social change (e.g. through the political system) to address the power imbalances that perpetuate it.
- Support for women experiencing violence, through a 24-hour toll-free helpline for counselling and referrals.

Outcomes and evaluation

The evaluation of the Soul City VAW campaign is one of the largest and most comprehensive that we have encountered in this field, involving nine interlocked components. Several documents can be downloaded from the Soul City website that outline the models, methodology and results of the campaign's evaluation in detail.

The campaign was successful in influencing the South African national and provincial governments to accelerate the implementation of the Domestic Violence Act. Politicians and relevant public servants received numerous contacts from journalists concerning the Act's implementation, and both the social mobilisation strategies (e.g. marches) and media advocacy created considerable pressure. Media analyses showed that the campaign was successful in raising the profile of VAW issues in the media. The campaign was also successful in stimulating a range of community activities. Influenced by this pressure, the government organised an official implementation date for the Act in December, 1999.

According to both quantitative and qualitative research, exposure to the Soul City campaign resulted in increased knowledge and awareness among the general public of the definition and severity of domestic violence, of the law on VAW, and on what to do in cases of VAW. Exposure to the campaign was also associated with reductions in undesirable attitudes towards domestic violence being a private affair, that women should put up with it, and that they deserve to be beaten or have a good reason for being beaten. There was no significant change in the attitudes that domestic violence is culturally acceptable nor that a man has the right to beat his partner due to his status as head of the household.

Qualitative analyses suggested that the campaign was successful in helping people to privately and publicly bring issues of VAW out into the open. There was anecdotal evidence by people working in a range of contexts that the campaign helped them to raise the VAW issues (and others) covered by the Soul City drama more easily with other people.

The campaign was associated with a positive shift in perceptions of social norms around VAW issues, and a decrease in negative social pressure to condone VAW. Qualitative data showed that the campaign seemed to increase women's knowledge of their rights to live free from violence, knowledge of appropriate services, confidence to stand up to their rights, sense

of self-worth and positive identity, and their confidence to renegotiate relationships with their partners. This was backed-up by increases in support-seeking behaviours by women experiencing violence (e.g. the campaign was very successful in encouraging women to use the national helpline).

The campaign was associated with a reported intention by many evaluation respondents to support women experiencing violence, such as telling the women experiencing violence about the helpline or reporting men who engage in violence to the relevant authorities. However, the evaluation was not able to comprehensively measure whether these intentions were associated with actual changes in these behaviours (due in part to technical issues with the evaluation). For example, while the number of people from baseline to post-campaign who considered that they might bang pots outside the house of an abuser almost doubled, there was no reported increase in actual pot-banging behaviours. It seemed that many people were still hesitant to intervene due to a fear of repercussions, unwillingness to interfere, or feelings of helplessness.

Documented theories of attitude change and assumptions

Soul City campaigns specialise in ‘edu-tainment’, using popular entertainment formats to educate the public on social and health issues and to put them more strongly on the national agenda. These strategies are combined with a range of interventions at other levels to form an integrated social change approach.

The model of change used in Soul City campaigns is outlined in extensive detail in the Theory and Impact (Synopsis) file downloadable from www.soulcity.org.za/14.06.asp. The model integrates Social Learning Theory, the Theory of Reasoned Action, the John Hopkins Steps to Behaviour Change model, Diffusion of Innovation and the Stages of Change model, in order to contextualise individuals within their immediate interpersonal and social environments. It operates within the Ottawa Charter for Health Promotion, with a considerable focus on public policy and societal-level factors. The integration of individual behaviour change models, their contextualisation through immediate interpersonal and social environments, community-level factors and the broader social/political environment is represented in a model on page 28 of the above-mentioned file. The model assumes that individual behaviour change must be placed in the context of grass-roots community action, private and public dialogue and debate,

social norms and cultural values, and the development of national political will - all of which work toward the creation of a positive social environment for behaviour change.

Soul City has a major emphasis on advocacy as part of creating this positive social environment, at three levels: between individuals (e.g. bystander interventions to assist women experiencing violence); within the community (e.g. community-level actions and events to mobilise against VAW); and at the broader societal level through public policy, legislative changes, etc. Media advocacy (supporting grass-roots community members to access the media) and community mobilisation processes (to create strategies and events that obtain media coverage and which increase public pressure for social change at the broader political/societal level) are important means by which Soul City campaigns attempt to increase people's power (rather than just knowledge) to create environments that oppose VAW and other health-inhibiting behaviours.

Social influence models are utilised in an attempt to shift the normative attitudes and opinions of the peer and reference groups that people use to guide their decisions and behaviours. Longitudinal models of change (e.g. diffusion of ideas) are used to develop processes that are sensitive to the particular stage that a particular issue is at on various change continuums. The development of self- and collective efficacies (i.e. the confidence that a particular group or organisation has that they can bring about change) is also considered in campaign planning.

This description of the theories and conceptualisations that guided the Soul City VAW campaign provides only a snapshot of the conceptual material available from the website. The reader is encouraged to view the Theory and Impact (Synopsis) file mentioned previously for a more detailed theoretical analysis of the campaign.

Contact information

The Soul City website contains possibly the most comprehensive information of any of the campaign websites for VAW public awareness campaigns reviewed by the authors of this document:

www.soulcity.org.za/downloads/RHM%20Article.pdf

www.soulcity.org.za/downloads/VAW_booklet.pdf

www.soulcity.org.za/06.01.asp;

www.soulcity.org.za/13.04.asp;

www.soulcity.org.za/14.06.asp

www.soulcity.org.za/06.03.asp

3.1.4 UK/Ireland

3.1.4.1 Domestic Violence, End the Silence: Ireland

Location and time

Northern Ireland and the Republic of Ireland, February-March 2005.

Background

First nation-wide mass media campaign targeting domestic violence in Ireland. The helpline is run from Northern Ireland.

Formative research/baseline data on pre-existing community attitudes

Baseline data showed very high rates of agreement with violence-inhibiting attitudes and beliefs, and low rates of agreement with violence-facilitating ones (except for majority agreement with the belief that women can be as bad as men in perpetrating domestic violence). This is not an uncommon finding in the baseline data for some of the campaigns we have reviewed here. We caution that such high rates of desirable attitudes at baseline could in part be an artefact of the way in which evaluation questionnaires are constructed, where it is easy for respondents to gauge socially desirable responses and to state what they think they should believe rather than what they actually do.

Target groups and behavioural objectives

The campaign targets women experiencing violence to generally seek help and support, and particularly via a telephone helpline. A secondary target group, implicit in the mass media

materials, concerns people who know of domestic violence situations. The behavioural objective for these people is to encourage them to call the helpline to arrange help.

Communication objectives and message strategies

The primary communication objective appears to be to increase the awareness of a telephone helpline and to increase the perceived efficacy of seeking help.

Specific beliefs targeted include:

- Free and confidential help and support is only a phone call away.
- Domestic violence creates an atmosphere of fear in a home.
- It involves more than a series of one-off incidents.
- It impacts on children.
- Violence against women is socially unacceptable.

Basic features of the campaign

Television and radio commercials, posters, adshells and leaflets.



Mass media materials

The main television commercial depicts a girl playing with dolls, playing out typical scenes of a male talking to a female in a controlling fashion. A young boy (presumably her brother) watches her playing apprehensively as he tries to focus on the television. The girl enacts a scene where the male doll starts to wind himself up to providing an excuse to be violent towards the female doll, and the scene shifts to a woman (presumably the mother) looking very apprehensive, and then concludes with a female voice over saying “Domestic violence, end the silence” and providing the helpline number.

A second commercial, of 10 seconds duration and most likely shown in the same ad set as the main commercial (top and tail technique), shows a picture of the two dolls strewn out on the table, with the mother making a telephone call and the female voiceover remarking “Domestic violence, end the silence, whether it is you or someone you know”.

One poster is dominated by the picture of a telephone and features small doll characters (either those of or similar to the television commercials), with the slogan “It’s a tough call. We’ll make it easier”. Another is dominated by a large female doll and the slogan: “Domestic violence, look forward to a future without it”. Another features the slogan “Domestic violence, don’t put on a brave face.”

Community organising, community development and other accompanying interventions

The campaign is focused on a telephone helpline. The campaign is being followed with changes in Irish law that will give police more powers to arrest offenders and protect women experiencing violence. We are not aware of any other accompanying intervention components.

Outcomes and evaluation

The evaluation results showed a high level of exposure to the campaign and understanding of the key messages that there is help for people suffering domestic violence and that they should call upon this help. There was less awareness of the message that domestic violence

affects children. The campaign wasn't associated with changes in some key attitudes and beliefs concerning violence against women.

Documented theories of attitude change and assumptions

None has been cited in the campaign information located to date.

Contact information

Department of Health Social Services and Public Safety. www.dhsspsni.gov.uk/

3.1.4.2 Zero Tolerance: Scotland and UK.

Location and time

Scotland and more broadly in the UK, from 1992 onwards (still ongoing). *Zero Tolerance* resources have been used across Europe and were adapted for South Australia in the 1990s (Buchanan, 1996), but we were unable to source any details on what actually occurred in SA.

Background

The Zero Tolerance Charitable Trust was developed to support local agencies in the UK and elsewhere to run campaigns to challenge some of the myths and stereotypes concerning VAW. The guiding philosophy was that a comprehensive response to family violence involves prevention activities, the provision of high quality services to support women and children, and adequate legal protection for women and children. As part of the prevention arm, the Trust has developed mass media materials and resources to support accompanying interpersonal interventions across four basic phases or themes: *Prevalence*; *Excuses*; *Justice*; and *Respect*. These are elaborated below.

The campaign has not been conducted as a single, centralised campaign occurring at the same time throughout the UK – rather, different local areas have run the campaign at different times, with different intensities, using and adapting the media and other campaign materials produced by the Zero Tolerance Charitable Trust at their own pace.

Formative research/baseline data on pre-existing community attitudes

The initial *Zero Tolerance* campaigns were based on research in three Edinburgh schools of young people aged 12-16. This research showed that boys found VAW to be more acceptable than did the girls, that both boys and girls found violence more acceptable if the perpetrator was married to the victim, and that the majority of the young people interviewed expressed some likelihood of using violence in future relationships.

The later *Respect* campaign was guided by a 1998 study of over two thousand 14-21 year olds in two Scottish cities and in Manchester in England. It showed that: one in two boys and one in three girls found it acceptable to hit a woman in certain circumstances (e.g. if she nags); both boys and girls find forced sex more acceptable than hitting; more than half thought that women provoke violence in a range of contexts (e.g. through what they wear); and that over one-half knew of someone who had been hit by their male partner and one-half someone who had been sexually assaulted.

Target groups, and behavioural objectives

The *Prevalence* campaign focused on raising awareness of the reality and prevalence of sexual abuse (towards women and children) and domestic violence in general, and was targeted towards the general public. There were no specific behavioural objectives.

The *Excuses* campaign was targeted towards men engaging in family violence and focused on the range of excuses they make to avoid taking responsibility for their violence. The implied behavioural objectives were that men would question their behaviour and take steps to stop it and seek help.

The *Justice* campaign had a political advocacy focus, portraying messages that highlighted the inadequate response of the criminal justice system to family violence, in order to create the climate to lobby for improvements.

The *Respect* campaign was developed on the basis of the previously-mentioned research demonstrating that a significant proportion of young people hold violence-facilitating attitudes, and focused on encouraging boys and young men to take responsibility for initiating

negotiations for consent around sexual relating rather than this being the sole responsibility of females. The *Respect* campaign had a particular focus on challenging gender inequality and discrimination. The behavioural objectives were for young men to make more certain of their partner's assent before sexual relations and to be more alert to cues regarding unwillingness to engage in sex.

Communication objectives and message strategies

For the *Prevalence* campaign, these were to communicate specific messages to the general public that:

- Child sexual abuse and domestic violence against women are prevalent and not just related to the working class, unemployment and poverty.
- Women from a variety of ages and contexts are victims of rape.
- Most incidents of sexual assault are perpetrated by someone known to the victim.
- Women and children have the right to be free from violence and that men do not have the right to perpetrate violence against them.
- Women mean 'no' when they say 'no' regarding sexual relations.

The *Excuses* campaign attempted to convey the message to men that there is no excuse for domestic violence. The *Justice* campaign focused on communicating to the criminal justice system and to the general public that the criminal justice response towards family violence is woefully inadequate.

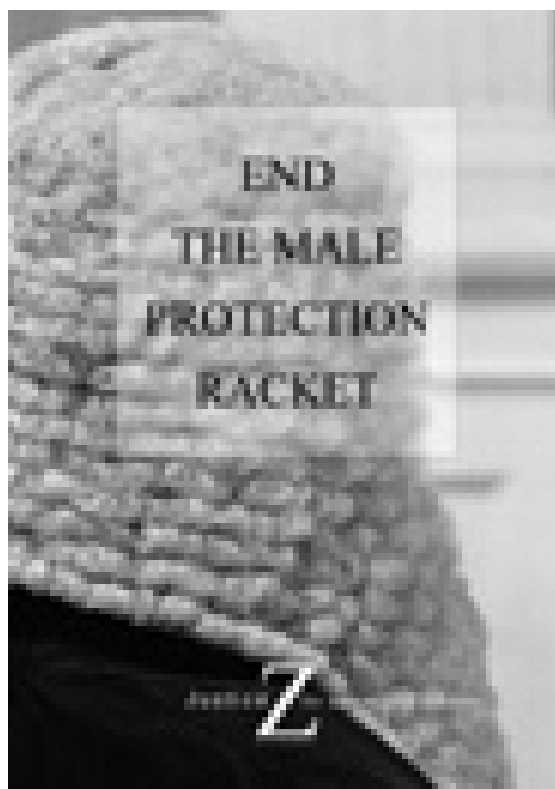
The *Respect* campaign involved the explicit messages that some behaviours which males sometimes take as indicating consent for sexual relating are not, and that females may be feeling different things about the prospect of sexual relating (i.e. that they don't want sex or are unsure) than what the male assumes they are thinking. The campaign is based strongly around the message that men need to ensure consent. Furthermore, although the campaign website does not specify young women as a target group, at least one of the posters implicitly affirms the right of women to follow their own feelings about whether they want to have sex in a certain situation, and to communicate this.

Basic features of campaign

Posters have been a predominant feature of all four phases of the campaign, but other media have been used for particular target groups and communication objectives. For example, the *Respect* phase has used screen savers and convenience advertising (e.g., in pubs) to specifically target young people.

The posters are often used in billboard, bus and other outdoor settings, and are distributed to a wide range of community settings. Messages have also been displayed on t-shirts, badges, coasters, etc. Campaign materials are often used in partnership with local media, and have been publicised through association with local sporting teams.

Each phase of the campaign has generally been run in a local area over a 3-9 month period, with each of the posters of the particular phase rolled out sequentially to facilitate a cumulative effect. The mass media components have often been complemented by local community development activities.



Mass media materials

The *Zero Tolerance* website www.zerotolerance.org.uk has images of the posters used during all four phases of the campaign, and outlines some of the secondary and other sources of media. All posters have a characteristic black and white look, with the letter ‘Z’ being used as a campaign logo.

An example of a *Prevalence* campaign poster has a picture of a woman in a comfortable, middle-class household, with the caption “She lives with a successful businessman, loving father and respected member of the community ... last week he hospitalised her ... emotional, physical, sexual – male abuse of power is a crime.”

The *Excuse* series of posters contain white text on a black background, with text such as “blame the woman, blame the drink, blame the weather ... domestic violence, there is no excuse”.

An example of a *Justice* campaign poster is a picture of a woman with the text “Her boss raped her at knifepoint. In court she was asked if she found him attractive.”

Respect campaign posters include one having a funky green background (breaking away from the black and white tradition of the campaign), with the caption “a kiss is just a kiss ... lipstick doesn’t mean sex, flirting doesn’t mean sex, kissing doesn’t mean sex ... give respect, ensure consent”. A second provides a split text area describing the thoughts of a female and a male at the same event/party who are having fun together, showing the female’s dialogue about being unsure about wanting sex with the male and then deciding against it, and the male’s dialogue revealing his assumption that she does want sex, with the “a kiss is just a kiss: give respect, ensure consent” logo at the bottom.

Community organising, community development and other accompanying interventions

A range of face-to-face interventions have been developed to accompany the mass media component. While the Zero Tolerance Charitable Trust has developed some materials to stimulate community development activities (for example, Respect Packs that can be used in schools to support training sessions for students in issues relevant to preventing violence),

local government and non-government agencies who have used *Zero Tolerance* mass media materials have also developed their own accompanying interpersonal interventions.

Outcomes and evaluation

Given that *Zero Tolerance* campaigns have been conducted independently by many local areas in the UK, it is possible that some evaluation reports have been produced. However, we have retrieved only two. These have focused mainly on curriculum-based activities and training sessions in schools during the Respect phase of the campaign, with minimal attention to evaluation of the media materials used to complement the training. For further information, see www.scotland.gov.uk/cru/kd01/green/ztrp-00.asp and www.zerotolerance.org.ukn/04_news/2005/02feb/hoeval.htm.

UNIFEM (2002) reports that Zero Tolerance campaigns have resulted in the number of women reporting incidents of domestic violence to the police and to other agencies rising “dramatically” but actual data are not presented. (www.unifem.org/filesconfirmed/66/341_Chapter_6.pdf)

Documented theories of attitude change and assumptions

These are not specified on the campaign website. Some of the thinking behind the initial Zero Tolerance campaigns is apparently represented in a chapter by Evelyn Gillan in the book *Home Truths About Domestic Violence - Feminist Influences on Policy and Practice* (edited by Catherine Itzin and Jalna Hanmer). Evelyn Gillan describes the *Zero Tolerance* campaigns as focusing on changing the public and political climate to facilitate policy changes that will make women and children feel and be safer. This emphasis on political advocacy is most evident in the *Justice* campaign.

Contact information

www.zerotolerance.org.uk

3.1.4.3 London Metropolitan Police DV Awareness Campaigns

Location and time

London, 2003 and 2005 (two separate campaigns).

Background

The London Metropolitan Police conduct a number of mass media campaigns on a range of crime and safety issues.

The London Metropolitan Police VAW campaigns take the approach of communicating to men through strong, authoritative messages that frame perpetrators as criminals.

Formative research/baseline data on pre-existing community attitudes

The funding levels for the campaigns have not allowed for in-depth qualitative or quantitative research concerning community attitudes towards VAW. The formative research used to develop the campaigns was desk-based research by the ad agency and the expertise of police officers and other professionals working in the VAW field. Significantly, there was apparently no research with violent men to assess their reactions to the campaign messages.

Target groups and behavioural objectives

Both the 2003 and 2005 campaigns targeted 21-40 year old men engaging in family violence, with the objective to encourage them to stop their behaviour (by appealing to fear that they would get caught and punished for their crime). While not mentioned on the campaign website, the campaign also appeared to encourage women experiencing violence to report it to the police, by encouraging confidence that their report would be taken seriously and that the offender would be charged.

Communication objectives and message strategies

The 2003 campaign *Violence Behind Closed Doors* was focused on the consistent theme “your partner’s silence no longer protects you”, with the implicit message that women’s fear of reporting violence (due to the man’s violence and controlling behaviours) will not stop London police from proactively seeking, arresting and prosecuting men who engage in violence. A second and related implicit message is that the spaces by which men can hide their violence are shrinking (see Basic Features of the Campaign to follow).

Although the information about the campaign that we have retrieved states that it does not target women, it appears to indirectly encourage women to report violence to the police to enhance their safety.

The 2005 campaign employed similar communication objectives for both the primary and (implied) secondary target group, but fine-tuned the message to men - that if they are abusing their partner, the police no longer need her statement to make an arrest. Furthermore, the radio commercials had the implicit message that it would only take a very brief call from a woman experiencing violence for the police to use their ingenuity and professionalism to intervene, and to track down the offender and arrest him (a message directed primarily to men, but also assumedly to encourage women experiencing violence to seek help).

In this sense, both campaigns carried a similar theme to the recent Tasmanian *Safe At Home* campaign, that the police will take proactive action to arrest offenders to ensure the safety of women. The campaigns in both London and Tasmania were based on taking the decision-making away from women experiencing violence so that men would not be able to use their violence and control over their partners to prevent police intervention.

Basic features of the campaign

The 2003 campaign, which was launched at Arsenal football club, employed newspaper advertisements placed in sections read by men, such as the sports pages. This was complemented by a range of media, such as adverts in football programs, stickers in gym lockers, posters in public transport settings, and convenience advertising in restaurants, pubs (including through beer mats) and other settings. The 2005 campaign used similar media

channels, but included radio commercials in addition to public transport posters and newspaper advertisements as the primary media channels.

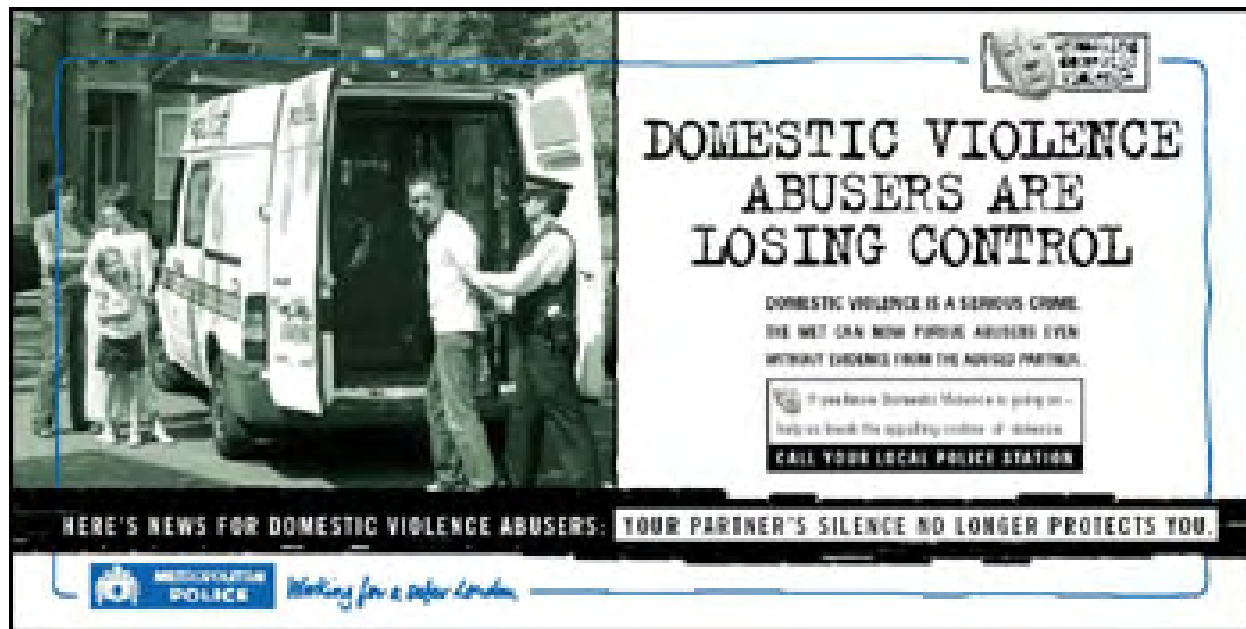
The media targeting places where men often congregate with each other were deliberately chosen in an attempt to 'jolt' men out of their comfort zones that their violence will remain secretive within the four walls of the family home. "Men who engage in violence against women find most security among male peer groups and at places away from the home as they are both physically and mentally away from the crimes they commit" (UK Metropolitan Police powerpoint presentation). By being exposed to hard-hitting messages in these locations, the campaign attempted to communicate to men that it is not possible to escape the realities of their behaviour. The primary media channels (e.g. newspaper advertisements) were chosen to communicate to men that their behaviour is taken very seriously by the wider society.

Mass media materials

The 2003 campaign typically included materials such as a poster showing a man being put into a police van, with the title "Domestic violence abusers are losing control" (to play on the common phrase/myth used by men engaging in violence that they are 'out of control'). Another shows a picture of a man smiling at a woman, with the title "Heart Breaker" and in smaller font "Also breaks noses, jaws and ribs". Some of the materials can be found on the campaign webpage at www.met.police.uk/campaigns/domestic_violence.

Examples of the 2005 materials can be found at www.met.police.uk/dv/publicity.htm. Many of the materials are text-only and consist of white writing against a stark black background. An example of a poster used in the underground public transport system has the heading "Bad day at the office? How will you unwind? Glass of wine? Nice meal? Break your wife's jaw?" with the remaining text continuing a monologue directed to the reader about the powers that police have to arrest offenders without the victim making the statement, and that they will be tracked down even if they have left the scene. The final line reads "Remember, there are no longer any safe houses for men who commit domestic violence" (the concluding line of most of the materials, including the radio commercials). A beer coaster has similar text and the heading "Relax, enjoy your drink. No-one at this pub can tell that you are a wife beater", a

train station poster has the heading “Relax, go ahead and read. No-one on this platform can tell that you’re a wife beater.”



The radio commercials use re-recorded versions (to protect women’s identities) of actual crisis calls to the police emergency number by women experiencing violence by their partners. The commercials open with women speaking to the police in the midst of considerable fear and terror at what their partner has done or is doing to them, referring to incidents of severe violence (e.g. being strangled). The police operator (a female) then tries to get her address, and once established, says that they will send police over right away. The commercials conclude with a male voice giving the main campaign message about the powers that police have to arrest offenders. The commercials attempt to portray the police’s ingenuity and professionalism in being able to respond to domestic violence incidents, even if the caller has very little opportunity to provide them with information.

The materials appear to focus predominantly on physical abuse, but some refer to violence as a means of control, or to emotional abuse. For example, one poster has the heading “All that shouting at the ref given you a sore throat? Won’t stop you screaming at your wife later, will it?”

Community organising, community development and other accompanying interventions

The campaigns do not appear to have been directly associated with any particular community development activities, though presumably it was done in a context of consultation with relevant services and community-based organisations. The 2005 campaign was conducted a year after significant changes to domestic violence legislation in the UK.

Outcomes and evaluation

No pre-test measures were taken in the evaluations of the campaigns. Evaluation results of the 2005 campaign are soon to be available. Those of the 2003 campaign suggested that awareness of the specific messages of the campaign (as opposed to general awareness about domestic violence) was not particularly high, though it improved through the use of radio commercials. The campaign was associated with a greater belief among men that police want to help victims of domestic violence.

Documented theories of attitude change and assumptions

None cited in the campaign information we have located.

Contact information

Directorate of Public Affairs, Publicity Branch, UK Metropolitan Police. An information page for the 2005 campaign is at www.met.police.uk/dv/publicity.htm.

Beer coaster:



3.1.4.4 UK Home Office National Domestic Violence Helpline Campaign

Location and time

United Kingdom, 2004

Background

In 2004 the UK government passed the Domestic Violence, Crime and Victims Act 2004 which gave new powers for police and courts to respond to men who use VAW, while increasing support and protection for women victims. This included a wide range of measures, such as making common assault an arrestable offence, increasing penalties for breaching non-molestation orders, increased capacity for courts to impose restraining orders, and setting up an independent Commissioner for Victims to give women who experience violence a greater say within government.

The purpose of the UK Home Office campaign was to promote a new domestic violence helpline that amalgamated two existing helplines into a single service. It appears that this amalgamation was timed to coincide with the passing of this legislation, or was conducted in rough proximity to. The line provides access to 24-hour emergency refuge accommodation, as well an information service, including safety planning and translation facilities to women who suffer at the hands of an abusive partner.

Formative research/baseline data on pre-existing community attitudes

We did not retrieve information on whether any local data on community attitudes was used to inform the campaign.

Target groups and behavioural objectives

The campaign was designed to encourage women experiencing violence to call the new helpline.

Communication objectives and message strategies

The primary communication objective was to create and maintain awareness for the new national helpline. An implicit objective was to create a positive attitude towards calling the helpline by stressing the line was run by women who are knowledgeable and empathic.

The message strategy used copy such as: “You have (had) high hopes for your relationship, and your partner may be a wonderful man at times, but you are suffering terribly from his actions on a daily basis – even when he is not abusing you - and it’s not your fault. Phone the helpline to talk to a woman in confidence who understands the suffering you are experiencing behind closed doors.”

The posters use very sensitive, empathic text to convey to women an understanding of the shock they are experiencing as a result of their partner’s behaviour, in the context of him behaving well at times, and in the context of her disbelief at how he can change from a ‘wonderful man’ into a ‘cold, vicious bully’. By displaying this sensitivity, the posters aim to give the message to women that the person they would talk to on the other end of the helpline will have some understanding of what they are going through.

Basic features of the campaign

The campaign ran on commercial radio, women's monthly and weekly magazines, in women's washrooms and on the back of supermarket docketts. The latter were designed to raise awareness amongst the general public and to provide women with a more confidential opportunity to retain the number in a way that does not arouse suspicion - through a supermarket receipt or a small ‘post-it’ taken from the washroom posters.



Mass media materials

The radio commercial is set to the sounds of keys being put into a door, and the door opening and closing. A female voiceover says “For thousands of women everyday, this is the most chilling sound in the world. If you’re one of them, now there’s a new national domestic violence helpline run by Refuge and Women’s Aid”. The number is provided and listeners are assured that they would talk to someone in confidence who understands.

The posters used in the campaign all finish with encouraging the viewer to call the helpline. The posters were as follows:

- Two identical photos of a lounge setting juxtaposed except that the cushion is placed at a different side of the couch in each photo, with the heading underneath “Put it on the left and he’ll hit you. Put it on the right and he’ll hit you.” This is followed by text that expresses empathy with the viewer that tidying the house isn’t important necessarily because of being house proud, but as a way of keeping him calm to maximise safety. The poster continues with text “But violence doesn’t need a reason.

It doesn't happen because of you. It's his problem and there is no excuse for his behaviour". It as do all of the posters).

- A photo of a pregnant woman followed by the heading "At 18 weeks the baby started kicking. At 22 weeks so did the father". This is followed by text that refers to the joys of pregnancy, followed by an empathic description of how this can be a vulnerable time for some women due to their partner's violence against them. It includes the statistic "Shockingly, over a third of domestic abuse begins when the woman is pregnant."
- Two almost identical photographs of a man are juxtaposed, one where he is reaching out his hand to give flowers, the other where he is reaching out to punch, followed by the heading "Who's coming home this evening?" This is followed by the text "The wonderful man you fell in love with? Or the cold, vicious bully he sometimes becomes. Domestic violence doesn't have to happen every day to dominate your life. The agony of never knowing what to expect can be just as damaging as the attack that may come. Scars can be mental as well as physical", followed by the standard text to sensitively promote the helpline.

The shop-a-docket ad contains tick boxes next to a number of one-word manifestations of domestic violence ("silenced", "bullied", "slapped", etc) followed by the words "Domestic violence only gets worse. Call now" followed by information on the helpline.

Community organising, community development and other accompanying interventions

The campaign was focused on promoting the new helpline.

Outcomes and evaluation

The campaign was associated with an increase in calls to the helpline, but we have not obtained the actual figures on this. The campaign apparently also increased awareness of the helpline among some population segments.

Documented theories of attitude change and assumptions

None evident.

Contact information

Marketing & Strategic Communication Unit, UK Home Office.

3.1.5 USA

3.1.5.1 There's No Excuse for Domestic Violence

Location and time

United States, from mid-1990's ongoing

Background

For the last ten years the Family Violence Prevention Fund (FVPPF) has teamed with The Advertising Council to produce a series of public service announcements to raise awareness of family violence. The campaigns encourage communities as well as friends, family members and co-workers of victims to join the effort to stop the violence.



The website states that the *There's No Excuse for Domestic Violence* campaign has generated more than \$100 million in donated time and space in 22,000 media outlets across the country since its inception. In 2002, the FVPPF launched one of the largest, most successful public service campaigns targeted to men – *Coaching Boys into Men* - which inspires men to teach boys that violence does not equal strength. This campaign appears in Section 3.

Formative research/baseline data on pre-existing community attitudes

The Family Violence Prevention Fund commissioned a study in 2000 of American men's attitudes concerning domestic violence. The authors acknowledged that positive attitudes and behaviours could be inflated due to socially desirable responding. The study found that men placed domestic violence as less of a priority than other social issues concerning violence (ranking well below child abuse), despite over one-half knowing of a VAW situation. Over one-third thought that domestic violence is perpetrated as often by women as it is by men.

Men expressed a high willingness to intervene in situations of domestic violence. Almost three-quarters claimed that they have actually talked to either the male or female involved in at least one such incident, with just over one-half of these men reporting that they felt that their intervention made a positive difference. Men reported that they were most likely to talk to which ever of the two persons they knew the best, and are were found to be more likely to intervene when they have personally witnessed an incident of physical abuse. Men also reported very high levels of willingness to get involved in other ways if they suspect that a man is physically abusing his partner, with about 80% saying that they would help the woman to find a safe place to go, and two-thirds that they would call the police. Given the Freedom From Fear research with men in Western Australia that suggested men were reluctant to get involved in domestic violence situations, the influence of social desirability in shaping responses these US survey results is likely to be considerable.

An article by Campbell and Manganello (2002) also outlines community attitudes research that influenced earlier versions of this campaign during 1994-95. This research showed that while most Americans saw interpersonal partner violence as wrong, there was a system of covert attitudes which nevertheless condoned it and supported inaction when it is occurring.

Target groups and behavioural objectives

Although behavioural objectives are not outlined on the campaign webpage, they can be inferred from the commercials to be to encourage both women and men to phone a toll-free number to receive help in stopping family violence, and to encourage bystanders to phone the number to assist in stopping family violence that they are aware of.

Communication objectives and message strategies

The current commercials are aimed at reducing the general public's tacit acceptance of the social norms that lead to domestic violence.

Specific beliefs targeted can be inferred from the commercials. These are: to communicate to adult males that family violence affects children, that it is unacceptable and there is no excuse, and that there is a number that they can call to get help to stop their behaviour (though the latter is implied). For women, it appears to communicate that they have the right to get help. For bystanders, it is to communicate that family violence they are aware of is their business, and that intervening (specifically by phoning the toll-free number) is the normal thing to do.

Basic features of the campaign

Two commercials created for television, radio and print media.

Mass media materials

The television versions of the commercials (which as free-to-air public service announcements) are viewable from <http://endabuse.org/programs/display.php3?DocID=9903>

One of the commercials shows a frightened child sitting alone while his father screams at and threatens his mother. After playing with a toy, the child cringes when his father becomes physically violent towards the mother. The words "Children have to sit by and watch. What's your excuse?" appear followed by a toll-free number that the viewer can call to get information on how to help.

The second commercial shows a couple hearing a violent situation next door, and deciding whether to make a telephone call to arrange for help, with the super "It's your business" and the toll-free number.

Community organising, community development and other accompanying interventions

The purpose of the campaign was to develop commercials that would support various local community development and other initiatives that a range of agencies were already in the process of implementing, including those by the Family Violence Prevention Fund.

Outcomes and evaluation

No evaluation of recent versions of the campaign has been conducted.

The Campbell and Manganello (2002) review article refers to a major research project evaluating an earlier version of the campaign conducted in 1994-95. Some of the major findings were: a significant increase from pre-test to post-test in the proportion of men who rated domestic violence as a serious problem (compared to no change for women); significantly more people reported knowing a woman who was physically abused; an increased recognition of the seriousness of examples of intimidation and verbal abuse; and a minor to moderate increase in the proportion of people who claimed they had taken some sort of action in relation to domestic violence, especially in terms of talking with a woman experiencing abuse (though this change occurred less strongly among males than females).

Documented theories of attitude change and assumptions

None identified.

Future plans

The National Family Violence Prevention Fund looks likely to continue working with The Advertising Council to create further commercials concerning VAW.

Contact information

<http://endabuse.org>

3.1.5.2 Texas Council on Family Violence

The Texas Council on Family Violence (TCFV) has engaged in at least three media based campaigns in recent years, each with a different primary target group. *Men Can Make Choices* (2001) was followed by *Break the Silence. Make the Call* (2002) and then by the current *Family and Friends* campaign. The Family and Friends campaign is focused on building upon *Break the Silence, Make the Call* and retains the *Break the Silence Make the Call* logo and tagline. The *Men Can Make Choices* campaign (launched 2001) targeted violent men and is described in section 2.

Phase One: Break the Silence, Make the Call

Location and time

Texas USA, 2002

Background

According to the TCFV's Phase Two Fact Sheet, "in 2001 - 2003, the Texas Council on Family Violence (TCFV), the state coalition of the Battered Women's Movement in Texas and a national leader in the work to end domestic violence, received a grant from the Office of the Texas Attorney General to conduct a statewide public awareness campaign targeted to domestic violence survivors, entitled "Break the Silence – Make the Call." The campaign publicized the National Domestic Violence Hotline (NDVH), a project of TCFV, and increased awareness of available assistance for victims of domestic violence in Texas".

Formative research/baseline data on pre-existing community attitudes

A telephone survey of 1,200 respondents (both female and male) was conducted to help develop the campaign. The results demonstrated that:

- Most Texans believe that women who do not leave a relationship with a violent partner are at least in part to blame for the violence, and were unaware that leaving such a relationship can reduce safety in some circumstances.

- Most hold quite a narrow definition of domestic violence, with few including stalking, sexual abuse, threatening behaviours and intentionally isolating women from sources in which they could get help as domestic violence.
- While the vast majority acknowledged that domestic violence is a crime, most were willing to blame men's violence against women on factors outside the men's control, such as lack of education, being poor, financial difficulties or loss of a job, and alcohol and drug use.
- While most respondents said that they would call the police if they or a family member are experiencing violence, only a minority of Texans actually do so.
- Most respondents believed that there was something they could personally do to help with the general problem of domestic violence in Texas.

More information on this survey can be found at www.tcfv.org/pdf/PAC_Exec_Summary.pdf.

Target groups and behavioural objectives

The campaign encourages women experiencing family violence to call the National Domestic Violence Hotline.

Communication objectives and message strategies

The communication objectives included increasing awareness of the helpline and creating positive attitudes towards calling the helpline.

Specific beliefs targeted in the communication materials included:

- Domestic violence will get worse unless you break your silence and get help.
- It is affecting your children as well as you.
- Getting help will not separate you from your children.
- Although domestic violence is breaking you down, there is hope to get out of it.
- You are not alone, other women are suffering too, and many have had positive outcomes by seeking help (such as through phoning the hotline).

Basic features of the campaign

Television and radio commercials, posters (possibly including for outdoor billboards), flyers, etc, in both English and Spanish.

Mass media materials

The three television commercials were as follows:

- Visual of a door trying to be opened with sounds of domestic violence in the background and a female voice saying “Your heart’s been broken. Your spirit’s been broken. And your partner has broken all promises to stop hurting you. Before he breaks anything else ...”. At the point in which the door is forced open, the background music changes from a fear-inducing one to a reassuring piano tune, with the campaign logo put on the screen. The female voice says (in a very reassuring tone) about how to get help through phoning the hotline, and that calls to the hotline are anonymous.
- A picture of a woman with bruises on her arms and tears, with a female voice saying “You’re not alone. You don’t have to be silent. Abuse is never Ok. Talk to someone [scene sets to another woman in distress]. If you’ve been afraid to speak up about your abusive relationship, here’s some words of encouragement [scene shifts to a number of women standing together, with whispers of “I did it”]. One woman looks into the camera and says “We did it” with the commercial having the ending as above.
- A woman saying that her husband used to hurt her a lot, set to a picture of a young boy overhearing the woman’s partner being abusive and feeling afraid. She says that she was silent because she thought that she was keeping her family together, until she realised how much her son was hurting and that he was learning to be afraid, just like she was. As the commercial ends with the characteristic female voiceover and helpline number, the woman relates playfully and happily with her son. [A similar theme was used by Altria/Philip Morris in a PSA where a woman says she left a violent relationship only when she realised the negative impact it was having and could further have on her son].

The outdoor posters include photos of women with messages such as “You are not alone”, “Exchange your silence for hope”, and “When you break the silence, you break the cycle”. They include the campaign logo and provide the hotline number.

Other posters (presumably more for indoor purposes) revolve around a photograph of a woman, the campaign logo and hotline number, and text such as:

- The heading “A broken heart, a broken spirit (call before anything else breaks)” with sub-text “If something about the relationship makes you afraid, break your silence and make the call that has helped thousands of Texans get safe. Abuse is never Ok. You don’t have to be silent. You are not alone”.
- The heading “Her bruises are hidden, her scars run deep (she’s determined not to be broken)” with similar sub-text as above.
- A photo of a woman and her daughter with the heading “Together they broke free from an abusive relationship (when she broke her silence, she broke the cycle)” with sub-text that getting help does not mean that a woman will become separated from her children.

The posters used in the campaign can be viewed through www.makethecall.org/resource.htm. This URL can be used to view – but not download - the television and radio commercials.

Community organising, community development and other accompanying interventions

These have included media and corporate partnerships to extend the reach of the campaign, and partnerships with grass-roots and advocacy organisations concerning community development work to improve the response to women who are experiencing violence. The Texas Council on Family Violence works closely with the media to increase public awareness on domestic violence issues and provide technical assistance on domestic violence related stories.

Outcomes and evaluation

English language calls from Texas to the National Domestic Violence Hotline increased by 69% in the first month of paid advertising, and 93% for Spanish speaking calls.

Documented theories of attitude change and assumptions

None cited.

Phase Two: Family and Friends

Location and time

Texas USA, current

Background

The *Family and Friends* campaign builds on *Break the Silence, Make the Call*.

Formative research/baseline data on pre-existing community attitudes

The campaign drew upon the quantitative research outlined above and additional focus groups which showed that the first person women experiencing violence talk to about the violence is often a friend or family member. Given the myths that most Texans hold about domestic violence outlined in the quantitative survey, the Texas Council on Family Violence decided it was important to conduct a community awareness campaign targeting friends and family members to hold more helpful attitudes towards assisting women experiencing violence.

Target groups and behavioural objectives

The campaign targets friends, family members and co-workers of women experiencing violence, with the aim of encouraging them to phone the National Domestic Violence Hotline.

Communication objectives and message strategies

The campaign aimed to increase awareness of the national helpline and to create positive attitudes towards intervening in domestic violence situations. The campaign also aims to educate the target group to recognise signs of abuse and to educate them about what to do.

Specific beliefs targeted in the communication materials dealt with inhibitors, efficacy beliefs and ‘social proof’, and included:

- Your fear of getting involved results in a silence that prevents people you care about from finding safety.
- Your fear of getting involved is minor compared to the fear that she (your friend) is experiencing through being exposed to domestic violence.
- A simple phone call to the National Domestic Violence Hotline can make a big difference.
- Many others have taken this step to successfully help domestic violence victims.

Basic features of the campaign

Television and radio commercials, posters and possibly other materials.

Mass media materials

The two television commercials used in the campaign are as follows:

- Opening scenes scanning a mantle containing a range of photographs spanning generations, to sounds of birthday, Christmas and other celebrations, until a shattered photograph of a young woman is shown. A female voice then says “When the life of a friend or family member is shattered by violence, your greatest gift is hope”, with the shattered photograph then piecing together into its pre-shattered configuration. Both commercials end in a similar fashion to those in the *Break the Silence, Make the Call* campaign.
- A young man holding a photograph of a young woman, feeling uncomfortable and rehearsing how to say something, picking up and then putting down the phone. He finally phones, saying “Yes, I’ve got a friend and I think she’s being abused”. A female voice-over says “Afraid to get involved? Imagine how she feels?”

The posters are shown at www.makethecall.org/ads/TCFV_insert_ff.HR.pdf. They involve visuals derived from the TVCs, such as someone holding a photograph of a female family member or friend on the left and making a phone call on the right, visuals of a shattered photograph of a female next to a normal photograph, etc. Headings include “Afraid to get

involved? Imagine how your abused friend feels?”, “Don’t let your fear keep an abused friend from finding help”, “Her life was shattered by abuse, and then a friend called”, etc.

The mass media materials used in this campaign can be viewed at – but not downloaded from – www.makethecall.org/resource.htm.

**AFRAID TO GET INVOLVED?
IMAGINE HOW YOUR ABUSED
FRIEND FEELS.**

If someone you care about is being abused, there is a way to help. Too often our silence prevents the people we care about from finding safety. Make the call that has helped over a million domestic violence victims — break your silence before something else gets broken.

NATIONAL DOMESTIC VIOLENCE HOTLINE

**BREAK THE SILENCE
MAKE THE CALL**

1-800-799-SAFE
(TTY: 1-800-787-3224)

This message brought to you by the
Texas Council on Family Violence
Sponsored by the Office of The Texas Attorney General.

**ONE SIMPLE
PHONE CALL
CAN MAKE
ALL THE
DIFFERENCE.**

Community organising, community development and other accompanying interventions

As above and including brochures of various lengths on how the target group can assist women who are experiencing violence.

Outcomes and evaluation

We have not found evaluation data for the campaign, but at the very least it is likely that calls to the National Domestic Violence Hotline by Texans would have been monitored.

Documented theories of attitude change and assumptions

None cited in the campaign information located to date.

Contact information

www.tcfv.org/mens_non-violence.htm#menmakechoices



Public Awareness
Campaign Partners:

If someone you care about is being abused, there is a way to help. Too often our silence prevents the people we care about from finding safety. Make the call that has helped over a million domestic violence victims — break your silence before something else gets broken.

NATIONAL DOMESTIC VIOLENCE HOTLINE

BREAK THE SILENCE
MAKE THE CALL

1-800-799-SAFE

(TTY: 1-800-787-3224)

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Public Awareness
Campaign Partners:

If someone you care about is being abused, there is a way to help. Too often our silence prevents the people we care about from finding safety. Make the call that has helped over a million domestic violence victims — break your silence before something else gets broken.

NATIONAL DOMESTIC VIOLENCE HOTLINE

BREAK THE SILENCE
MAKE THE CALL

1-800-799-SAFE

(TTY: 1-800-787-3224)

This message brought to you by the
Texas Council on Family Violence
Sponsored by the Office of The Texas Attorney General.

3.1.5.3 New York City 2002 Ad Campaign

Location, time and background

The New York City Mayor's Office to Combat Domestic Violence has run several public education campaigns since 1995. Only the 2002 campaign has been located.

Baseline data on pre-existing community attitudes

None cited in the campaign information located to date.

Target groups and behavioural objectives

The main behavioural objective is to encourage women experiencing domestic violence (and their relatives as a means of helping them), to report the violence via a 24-hour telephone hotline through which they can access appropriate services.

Given the depiction of men behind cell bars, violent men appear to be a secondary target audience, with the objective of ceasing their violence through the threat of reporting and possible jail.

Communication objectives and message strategies

The primary communication objective for women victims was to increase and maintain awareness of the helpline and to create and maintain positive attitudes towards reporting violence.

Specific beliefs targeted appear to be to increase awareness that there is no excuse for violence against women, that VAW is a crime, and that women experiencing violence can do something about it that will make them safer through police action against the perpetrator.

For violent men, the inferred communication objectives are an increased perception of likelihood of being reported and the likelihood of arrest if not a jail sentence.

Basic features of the campaign and mass media materials

Posters on subways and buses (in 2002 approximately 20% of NYC buses and subways were covered by the campaign), and in schools, hospitals and many other community venues. These were translated into a large number of languages.

The commercials show images of a man (typically a college athlete or professional businessman) behind prison bars, with headings such as “Employee of the month. Soccer coach. Wife beater.”, “Big man on campus. Start athlete. Abusive boyfriend”, or “Successful executive. Devoted churchgoer. Abusive husband”. All have the subtext “There’s no excuse for violence against women. Men who hit or abuse their partner belong in jail. Report domestic violence and get the help you need.”

Community organising, community development and other accompanying interventions

These are difficult to tell from the campaign information located to date.

Outcomes and evaluation

Calls to the hotline increased by 36% in the second week of the campaign.

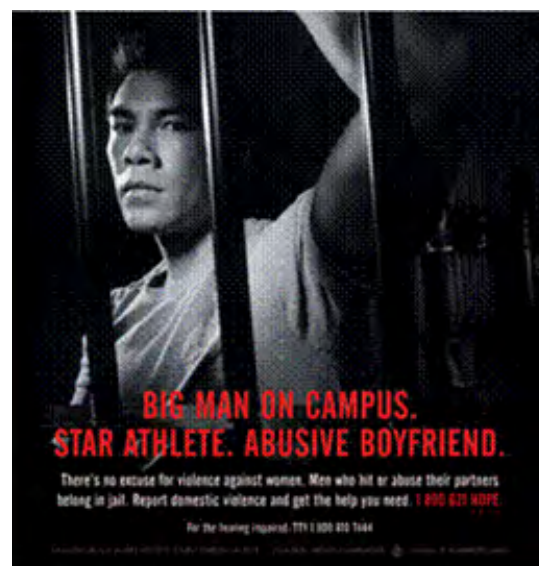
Documented theories of attitude change and assumptions

None cited.

Contact Information

www.nyc.gov/domesticviolence

New York City 2002 Domestic Violence Public Education Campaign:



3.1.5.4 Rural New York Public Health Education Campaign (Gadomski et al 2001)

Location and time

A rural county in New York State USA, 1998-99

Background

The developers of the campaign obtained funding to run and evaluate a public health campaign combined with training of domestic violence workers and other health care professionals in a rural county. The design included a comparison county, one of the very few controlled studies in this field.

Formative research/baseline data on pre-existing community attitudes

As with some of the campaigns that we have reviewed, a telephone survey of knowledge, attitudes and practices was conducted before (and after) the campaign, with one notable finding that respondents were considerably more likely to contact someone they know (e.g. a friend) to talk about domestic violence than to contact a domestic violence agency (a rationale used for the Family and Friends campaign reviewed in this report). Further details on baseline results can be obtained from Gadomski et al (2001).

This was also one of the few campaigns to report pre-testing of campaign communication materials with members of the target audience.

Target groups and behavioural objectives

Women experiencing violence and bystanders (of both genders) were targeted by the campaign. The main behavioural objectives appeared to be to encourage women and bystanders to take specific measures to address a situation involving VAW, such as talking to a health professional or calling a helpline.

Communication objectives and message strategies

The main communication objectives for both target groups were to increase knowledge about domestic violence (including verbal abuse and the effects of domestic violence on health and on children), actions that can be taken about it, and to increase public disapproval of domestic violence. The campaign attempted to challenge beliefs that tacitly approve of domestic violence, that blame victims, that make it out to not be an issue to talk about, and that suggest that nothing can be done to address it

The central campaign slogan was “No one deserves to be abused” (to build upon previous New York state campaigns that also used this slogan), with the campaign focusing on the term “domestic abuse” in addition to “domestic violence” due to a concern that the latter might be misunderstood. Three main messages were employed: “It’s your business”, “What to do if you know someone is abused”, and “Talk to your doctor about abuse you are experiencing”.

Basic features of the campaign

Radio and print commercials, newspaper articles, bulletin board posters, etc. Considerable attention was paid to disseminating campaign posters, palm cards and other materials to health care facilities, including a creative arts project where victims painted their experiences of domestic violence on t-shirts that were hung on a hospital ‘clothesline’ in a public setting.

Over 4000 30-second radio ads were aired during the seven months of the campaign, which included a (national) Domestic Violence Awareness Month and a (national) Child Abuse Prevention Month, during each of which there was a higher radio advertising weight.

Mass media materials

We have not obtained copies of the materials used. The published article describing this campaign refers to one radio commercial presenting a woman disclosing the abuse that she is experiencing to her doctor, and another features a man expressing concern about a neighbour being abused.

Community organising, community development and other accompanying interventions

An extensive approach towards training and resourcing local health care professionals to respond to domestic violence was the focus for the first year of the program prior to launching the public education components. This first year involved workshops for a range of healthcare and other professionals, and the development and distribution of materials to help workers to make assessments and to assist women experiencing violence.

Outcomes and evaluation

The results included:

- In the experimental county there was an 8% increase from baseline to post-campaign in the percentage of respondents who stated that they would talk to someone who was experiencing abuse next door, compared to a 3% increase for the comparison county. There was a smaller increase (but still significant in relation to the comparison county) in those who responded that they would talk to a doctor or nurse.
- The intervention county was not associated with significantly greater changes in knowledge, attitudes and behavioural intentions than the comparison county.
- The campaign was associated with a considerably greater increase in men than in women who reported that they thought that most people would talk to someone next door who was being abused, or that most people would call the police.
- Calls to the domestic violence hotline more than doubled in the intervention county from pre-test to post-test.

Given that the comparison county also was exposed to national media and the unpredicted airing of a radio PSA re domestic violence, the data show that the campaign had a small but significant positive impact in the short duration of the campaign.

Documented theories of attitude change and assumptions

The authors state that their campaign was based on previous public education campaigns in other areas of public health and on social marketing principles.

Contact information

Gadomski, A; Tripp, M; Wolff, D; Lewis, C & Jenkins, P (2001). Impact of a Rural Domestic Violence Prevention Campaign. Journal of Rural Health; 17(3), 266-277.

3.2 Campaigns Encouraging Men Who Engage in VAW to Voluntarily Seek Help

This section will consider a small number of campaigns that primarily target adult men who are already engaging in violence against women (or who are at high risk of doing so). Note that several of the campaigns reviewed in previous categories have a significant element of this.

3.2.1 Australia

3.2.1.1 Western Australia: *Freedom From Fear*

Location and time

Western Australia, 1998 continuing

Background

The Western Australian '*Freedom From Fear*' campaign is a ten-year community education program complementing criminal justice and other community interventions. As far as we are aware, this campaign is a unique initiative, being the first non-punitive campaign focussing primarily on perpetrators of domestic violence, asking them to voluntarily seek help to change their violent ways. The logic is that if violent men voluntarily change their violent behavior, this will not only reduce the incidence of violence, but reduce the fear felt by their women partners (and children). There will therefore be substantial benefits to mental and physical health for all parties.

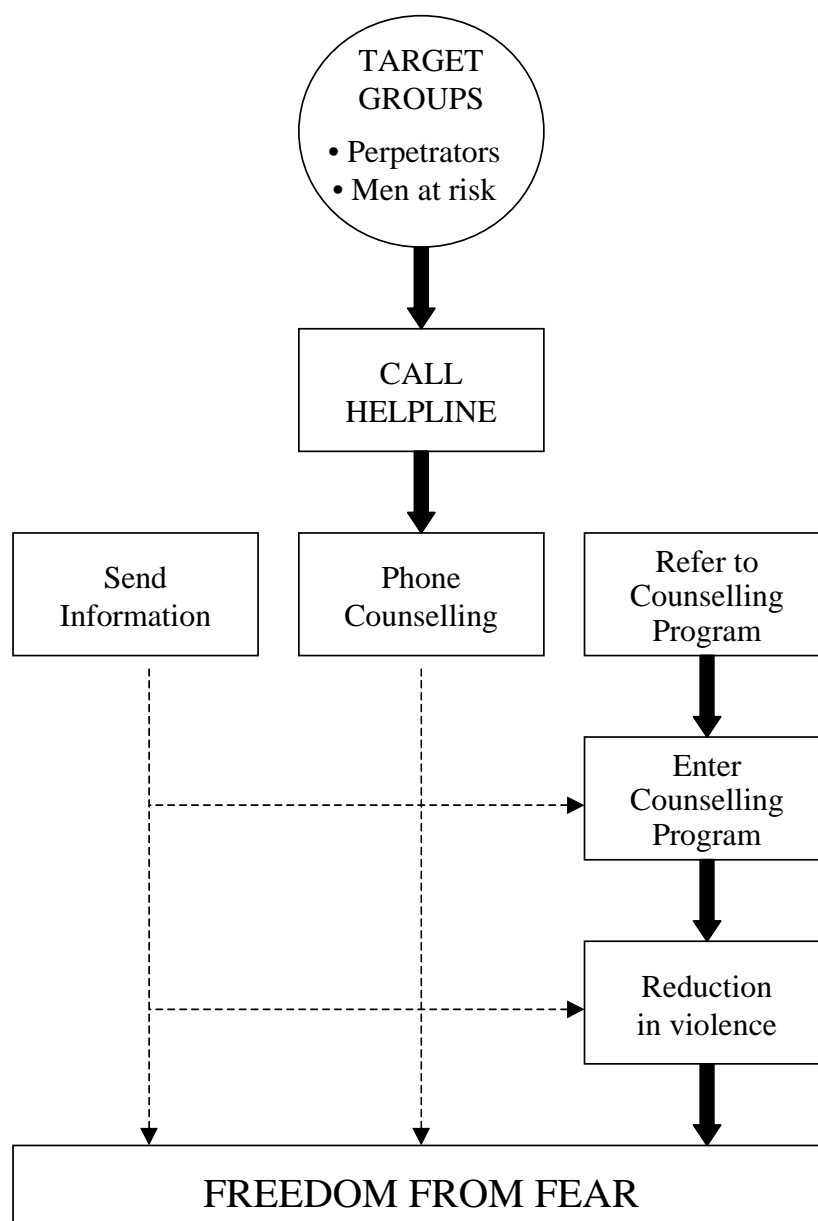


FREEDOM FROM FEAR
CAMPAIGN AGAINST DOMESTIC VIOLENCE

The campaign acknowledges that while the incarceration of violent men and the issuing of protection orders are necessary components of domestic violence prevention interventions, and do alleviate some violence (Keilitz, Davis, Efke et al. 1998), they do not - and cannot - remove the fear women experience in terms of the man reappearing some time, some place, often with tragic consequences. Furthermore, many women do not want to leave the relationship, nor do they want the man incarcerated; they simply want the violence to stop. The Western Australian '*Freedom From Fear*' campaign acknowledges these factors and aims to reduce women (and children's) fear by stimulating perpetrators and potential perpetrators to *voluntarily* attend counselling (or 'batterer') programs.

The overall goals of the campaign are the reduction of violence against women by male partners and, consequently, increased physical and mental health amongst victims. The campaign aims to achieve the goal of reduced violence by *voluntary* behaviour change amongst male perpetrators, and the prevention of first and subsequent acts of violence amongst potential perpetrators. Figure 1 summarises the overall campaign strategy. In its first phase, given the nature of the primary target audience (men accepting of their need to change; see below), the campaign essentially used a 'pull' strategy (Kotler, Armstrong, Brown et al 1998): mass media advertising (**p**romotion) was used to create and maintain awareness amongst the primary target audience of a 'Men's Domestic Violence Helpline' (**p**roduct), and to encourage such men to call the Helpline. The Helpline was staffed by counsellors (**p**eople) specifically trained to deal with violent men, who were able to assess callers and to conduct lengthy telephone counselling (**p**roduct) with members of the primary target audience. The primary aim of the Helpline counsellors was to refer as many as possible qualified callers into no-fee government-funded (**p**rice) counselling programs provided primarily by private sector organisations in 12 locations throughout the state (**p**lace).

Figure 1: Campaign overview



Formative research/baseline data on pre-existing attitudes

Extensive formative research was conducted to guide the development of specific communication objectives, both with men engaging in family violence, and with men in the general community. This is summarised in campaign publication sheet one available at www.freedomfromfear.wa.gov.au/frameset.cfm?content=pubs/content.htm.

Some of the main findings were:

- Many perpetrators were dissatisfied with their behaviour, and felt ashamed and guilty about their behaviour (whilst still acknowledging their capacity to ‘minimise’ and ‘deny’ their behaviour).
- Many perpetrators exhibit a ‘siege mentality’ and felt persecuted, and hence messages needed to avoid having a blaming/accusatory tone.
- Physical violence should be the point of entry for the campaign, as there could be less misunderstanding and higher community receptiveness to messages about physical violence than sexual assault or emotional/psychological abuse. The latter forms of violence were focused on at later stages of the campaign.
- Several potential communication strategies were not supported by the primary target group involved in the formative research – a criminal sanctions strategy as sanctions were not seen as credible; a community intervention strategy (encouraging people to report suspected cases of domestic violence) as inconsistent with behavioural norms (of dobbing not being acceptable in Australia); and a social disapproval strategy that ‘real men don’t hit women’ and that ‘your peers/mates will reject you’ as having some support, but insufficient to use as a stand alone strategy.
- Rather, the theme of encouraging men to take the positive steps of getting help because of the *effects of their behaviour on their children* was seen as the most effective communication message to attract the target group of men perpetrating violence. These men were less concerned about the effects of their behaviour on their partners, and hence media materials that focused on these effects were not recommended. In addition to showing concern over the effects of their behaviour on children, they also expressed concern about the personal consequences to themselves of their behaviour (for example, potential loss of their family, relationship, family home).

The ads were pre-tested with perpetrators, victims and their children, and men and women in general to ensure that the ads did not communicate any unintended negative messages such as appearing to condone violence against women.

Target groups and behavioural objectives

The primary target group was 20-40 year old males who are either engaging in violence against their partners (and who are not in treatment), or who are at high risk of doing so, and who are considered 'reachable' in the sense that their violence-facilitating attitudes are not too deeply entrenched. A series of secondary target groups were also considered in the campaign's development.

The behavioural objectives of the campaign were to:

- Encourage violent and potentially violent men to call the Men's Domestic Violence Helpline.
- Encourage perpetrators and men 'at risk' to seek assistance and advice from appropriate services.
- Encourage and assist appropriate responses from service providers to perpetrators, potential perpetrators, and victims.

The overall goals were to prevent the first act of violence committed by 'at risk' men and to end the acts of violence committed by perpetrators.

Communication objectives and message strategies

General population communication objectives for the campaign included to:

- Promote and reinforce understanding and acceptance in the community that many forms of domestic violence are a crime.
- Increase awareness in the general community that violence is not an acceptable method of resolving problems and difficulties.
- Promote understanding and acceptance in the community that the perpetrator is responsible for the violence.

For violent and 'at risk' men, the primary communication objectives were to create and maintain awareness of the Men's Domestic Violence Helpline (i.e., that help was available), and to create and maintain positive attitudes towards calling the helpline and seeking help. The specific belief targeted was the negative impact that their abusive behaviour was having

on their (or their partner's) children. The style and tone of the ads conveyed confidentiality and formal assistance.

Basic features of the campaign

Five waves of mass media advertising from 1998 to 2003, lesser media weight in 2004/5. Each wave has built upon previous ones while emphasising particular themes more strongly (such as later waves focusing more on the responsibility of violence resting with men).

Mass media materials

Initial television commercials focused on the impact of VAW on children. They would typically involve scenes of a child appearing distressed (e.g. in the back seat of a car) to the sounds of a man being abusive to the child's mother. The commercials would end with a call for men to phone the helpline to get assistance. A shorter version of the ad models the man calling the helpline. The ads stress that it is up to the man to take responsibility for doing something to end his behaviour.

Limited newspaper advertising was used to support and reinforce the television messages and promote the Helpline number. Radio commercials depicted a range of (potential) conversations between a caller (perpetrator) and a Helpline counsellor, in order to reduce the stigma attached to calling a helpline. A limited media advocacy / public relations strategy was also used to obtain free media coverage, and to promote the campaign and its messages to relevant stakeholders.

Later ads used the technique of a man's reflected image talking to him after an abusive incident. The man's image (his conscience?) says he knows what he is doing is wrong and that it is up to him to do something.

Community organising, community development and other accompanying interventions

The campaign was supported by the establishment of a Men's Domestic Violence Helpline to direct male callers to men's behaviour change groups, and government funded perpetrator programs were established throughout the state. Self-help booklets provided tips on how to

control violence and how to contact service providers. These self-help booklets were also provided on audio-cassettes.

Outcomes and evaluation

Some of the major findings from the campaign have been:

- Over 500 men were referred into men's behaviour change groups during the first eight months of the campaign alone. The number of calls to the helpline has consistently increased after all five media waves of the campaign.
- The proportion of men who are aware of where men can go to for help to address their violence has increased significantly.
- The vast majority of men and women surveyed have been aware of the campaign.
- The vast majority of women report that the campaign does not at all communicate that women deserve to get beaten.
- The proportion of men who claim to be perpetrating emotional abuse has reduced since the campaign started, backed up by women's reports that the extent of experiencing emotional abuse has decreased.
- There has been very little backlash by men against the campaign.
- There was a decrease between the fourth and fifth waves in the percentage of men who stated that occasional slapping was never provoked, suggesting that the campaign needs to intensify its challenging of particular attitudes.

Overall, from August 1998 to January 2005, the campaign received over 21,000 calls, almost 13,000 of which were from the target group. Of these, 8,200 men identified themselves as perpetrators and 3,800 voluntarily entered counselling (Henley, Donovan & Francas, 2005). Self-report evaluation instruments indicate that men who complete the program say they are less likely to use physical violence and more likely to accept that they, and not their partners or their children, are responsible for the violence (Cant, et al., 2002). However, no partner data are presented to support the validity of these findings.

Documented theories of attitude change and assumptions

The campaign was based on health promotion models and principles and employed a strong social marketing approach. Various publications are available online at www.freedomfromfear.wa.gov.au/frameset.cfm?content=pubs/content.htm

The social marketing theory used in the campaign is outlined in more detail at: http://www.turningpointprogram.org/Pages/social_marketing_101.pdf (from page 55)

Contact information

www.freedomfromfear.wa.gov.au

3.2.1.2 North Queensland: *Walk Away Cool Down*

Location and time

Far North Queensland, 2001

Background

Campaign conducted by the Queensland Police Service to significantly reduce the incidence of domestic violence in Far North Queensland. The campaign was managed by a steering committee consisting of a number of government and non-government agencies in the region. It was developed to take into account the role of alcohol in domestic violence issues and as a factor often involved in domestic violence in the region, but also as something that cannot be used to excuse violence.

Baseline data on pre-existing community attitudes

We are not aware of any data on pre-existing community attitudes collected specifically for this campaign.

Target groups and behavioural objectives

The principle target group was ‘would be’ offenders, with the objective of encouraging them to choose alternatives to violence in situations where they are feeling angry, such as to walk away, cool down and solve their problems in a calmer, more peaceful atmosphere. A telephone helpline was also promoted for them to use, though this number was applicable to all people affected by domestic violence and was probably intended more for use by women affected by it. A second principle target group concerned women and other family members affected by domestic violence, with the objective to increase help-seeking behaviour to address the violence they are suffering from.

It appears that children and youth were considered an important secondary target group. The campaign included secondary media materials (e.g. merchandise) designed for a school-age audience, used a cartoon concept (the ‘cool-it’ cube and the ‘redrager’) for some of the posters and other materials, conducted community development activities at sporting events, and involved links between the campaign and the Kid’s Help Line,

Communication objectives and message strategies

The “walk away, cool down” message was the primary one for the campaign, and was part of the campaign logo. Men were asked to “always take the first step”, hinting that they had responsibility to end domestic violence and that this commences by them taking the first step to walk away. Other key messages (represented on the stickers) include “alcohol doesn’t cause violence, people do”, “domestic violence breaks up the family”, “let’s heal, not hurt”, “stop domestic violence, walk away”, “there is no excuse for violence” and “be strong, walk away from violence”. A further key message appeared to be “there is always a peaceful solution”.

The style of the materials appears to present domestic violence in quite a low key way. Visual images are warm and soft, and there is no attempt to position men who engage in VAW as offenders. The use of terms such as “it can be hard to keep your cool when tempers flare” in the radio commercial represent some of the ‘softest’, least threatening language that we have come across in campaigns in this field. While walking away and cooling down can apply to situations of pending emotional as well as physical abuse, it appears that this

campaign is weighted heavily towards direct acts of physical violence, with little or no intention to educate the community on the wide range of types of domestic violence and controlling behaviour.

With one of us (RV) being an experienced facilitator of men's behaviour change groups, we recommend that campaigns which choose a seemingly 'simple' behavioural objective such as to "walk away, cool down" thoroughly test this objective with the target audience as part of the campaign's formative research. Our concern is that while some men may listen to the first part of this message and walk away, the second part – to cool down – can involve a complex array of attitudes and behaviours (particularly the former) that many offenders may not possess or (more correctly) choose not to utilise in certain situations. For example, many men who do walk away from a situation where they were about to be violent use this time away to continue to wind themselves up through rehearsing their patriarchal attitudes, and either return to the situation being violent and abusive or do so the next day or later in the week. We believe that it would be more effective if such a campaign promoted "walking away" as a first step that is connected to *seeking help* to calm down, such as by enrolling in a men's behaviour change group. While the helpline was promoted by the *Walk Away, Cool Down* campaign, it does not appear that walking away was directly linked as the 'foot in the door' behaviour to encourage offenders or potential offenders to obtain the next step of seeking help to change their behaviour.

Another potential danger of this campaign is that in the campaign materials that we have viewed, the main message is only implicitly directed towards men. Consistent with our call in this report to thoroughly test campaign messages for unintended negative consequences (see the section *Good Practice Suggestions for Designing VAW Social Marketing Campaigns*), we wonder whether this could be used by offending men to reinforce an attitude "if she is not going to walk away and calm down, why should I?" Offending men (and men in general) are increasingly and inappropriately using the language of abuse to describe their partner's quite reasonable attempts to communicate to them about issues that the men do not want to hear about. Furthermore, men can use withdrawal behaviours (such as walking away from a conversation or abruptly ending a phone call) as a means of controlling the conversational space with their partners, to stop certain things from being discussed (such as their partner's distress over their behaviour).

Note that despite the intention of the campaign to focus on the myth of alcohol causing domestic violence, and to address the links between alcohol consumption and VAW, this did not feature heavily in the mass media materials that we have viewed. It is possible, however, that they were featured in one or more of the television commercials.

Basic features of the campaign

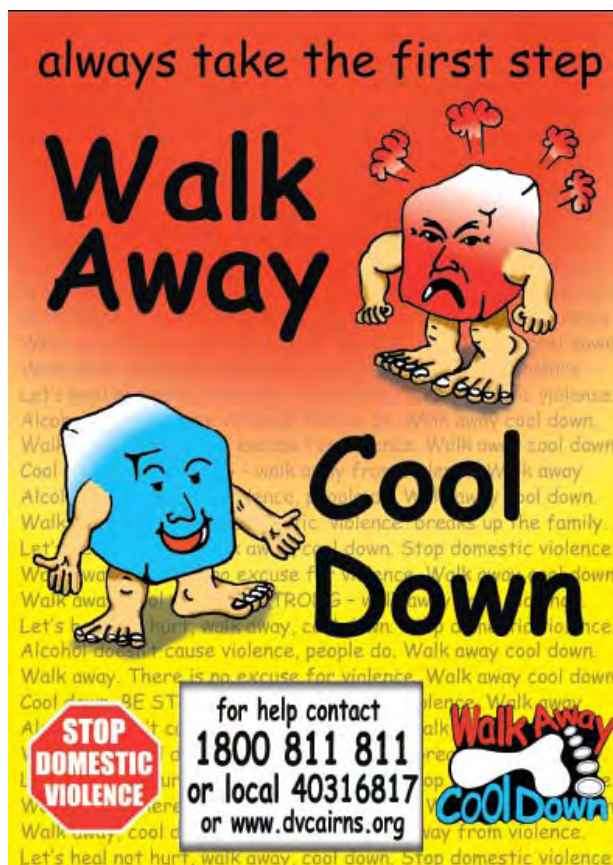
The feature media for the campaign was one (or more) television commercials, backed up by a radio commercial, newspaper advertisement, posters, bumper stickers, beer coasters, school book name labels, a “Coolit Cube” (a life size cube featured at sporting events and functions), a web page, brochures, specialised posters for doctor’s surgeries, and stickers placed in toilet blocks. Media advocacy strategies were also used, such as newspaper articles. The poster in the doctor’s surgery appears to encourage victims to call the same helpline as that promoted to the men.

Mass Media Materials

The 15 second television commercial for this campaign is based on the visual of a female child sitting on the outside steps of a house with her face buried in her knees. Sounds coming from the house are those of an argument between a male and a female, ending with the male smashing a glass or a similar object and then slamming a door. At this point, a man comes down the steps to console the child, accompanied by the voiceover “Don’t hurt the ones you love. Walk away, cool down.”

Community organising, community development and other accompanying interventions

The campaign was associated with a domestic violence helpline, shopping centre and library displays, competitions to design a poster and bumper sticker, a life-size ‘cool-it’ cube at sporting events and functions and a range of other activities.



Outcomes and evaluation

Employing a limited methodological design, a survey was conducted at various points through the campaign. It showed that of those respondents who admitted that they had committed an act of domestic violence, 28% selected the “walk away cool down” option when asked what actions they took to try to stop performing future acts of domestic violence. This was followed by discussing the problem with their partner (just under a quarter of respondents), and 12.8% endorsed counselling. These respondents were also asked where they went to get help to stop engaging in these behaviours, and among the results, just under 1% reported calling the domestic violence helpline.

When these results were analysed for those respondents who had heard of the slogan “walk away, cool down”, 29.5% of those who had committed at least one act of domestic violence mentioned that they had used the “walk away, cool down” option, and 12.3% reported that they had sought counselling. These figures do not indicate that the campaign was associated with an increase in appropriate behaviours.

Documented theories of attitude change and assumptions

None cited.

Contact information

Queensland Police Service, Cairns.

3.2.2 USA

3.2.2.1 Non-Violence Alliance: Public Awareness and Outreach Posters

Location and time

United States, current

Background

The Non-Violence Alliance focuses on work with men who engage in family violence, specialising in increasing awareness of the effects of their behaviour on children.

Baseline data on pre-existing community attitudes

A 2002 study of over 500 fathers in behaviour change programs for family violence revealed that 70% were aware that their children saw or overheard some of their physical violence, and 79% were aware that their children saw or overheard some of their verbal abuse. Many of the men thought that this exposure made their children feel scared, sad and confused, and that their behaviour negatively affected them in a range of contexts. About three-quarters were worried that their boys would grow up to abuse women, and about the same number that their girls would grow up to experience violence. Three quarters felt that their violence had negatively affected their feelings about themselves as fathers, though only 46% felt that their violence had a negative effect on their current partner's parenting.

This study is reported in more detail at www.endingviolence.com/research/research.php.

Target groups and behavioural objectives

The campaign addresses men who engage in violence, with the aim of encouraging them to stop their violence by focusing on the effects on their children.

Communication objectives and message strategies

The primary communication objective is to increase men's awareness of the impact on children of their abusive behaviour, and hence to create a positive attitude towards taking steps to stop their abusive behaviour.

Specific beliefs targeted in the three posters focusing on the effects on children are: If you treat your son's mother with respect, you will reduce the chances that he will grow up to abuse women; Your son probably feels scared, sad and confused as a result of your abuse; and Being a good parent to your daughter means treating her with respect.

A fourth poster states that drinking alcohol does not cause violence and that if men drink and get violent, they have two problems and that both need to be addressed.

A fifth poster addresses patriarchy through stating to men that women are not their property.

Basic features of the campaign

A series of five posters.



Mass media materials

The posters are displayed at www.endingviolence.com/products/posters.php#. They can be summarised as:

- A boy on his father's shoulders, with the message "What is your son reaching for? Give him a strong foundation for the future by treating his mother with respect."
- A poster of a sad looking girl with the words "What does your child feel when you abuse her mother? Scared? Sad? Confused?"
- A girl being helped by her father with the message "You love your daughter. You want to give her the world. Start by treating her mother with respect."
- A poster of a glass of beer smashing to pieces with the words "If you drink and get violent, you have two problems" with subtext emphasising that drinking does not cause violence.
- A poster of a young woman with the words "She's not your property. She's a person. Respect her."

Community organising, community development and other accompanying interventions

The poster campaign is conducted as one stream of the Non-Violence Alliance's general activities, with others including counselling, research, training and advocacy. A phone number to contact the organisation is provided on some of the posters.

Outcomes and evaluation

We have not obtained information on any evaluations that may have been conducted of the campaign.

Documented theories of attitude change and assumptions

None cited.

Contact information

www.endingviolence.com/

3.2.2.2 Men Can Make Choices

Location and time

Texas USA, 2001

Background

In October, 2001, TCFV launched the Men Make Choices/Hombres de Verdad Escogen community awareness and action campaign, designed to educate the public about domestic violence. or the first ime in Texas, a domestic violence campaign asked men to be accountable for domestic violence and to hold other men accountable for their behavior.

The Men Make Choices/Hombres de Verdad Escogen campaign resulted from efforts by TCFV to target not only men who batter, but also those who witness abuse within a relationship.

Formative research/baseline data on pre-existing community attitudes

TCFV, in conjunction with Austin-based Orchard Communications, Inc., conducted focus groups with men in San Antonio, El Paso, McAllen, Houston and Tyler. Participants were asked about their knowledge and opinions about domestic violence and asked to view proposed materials. The vast majority of respondents said that men need to be more aware of the consequences of their violent behaviour.

The campaign was pilot tested in the spring of 2001 in Tyler, San Antonio and El Paso. All the materials invited men to call a local Battering intervention and Prevention Program for help in stopping their abuse. Usually, men enroll in these programs as part of a court-ordered sentence after domestic violence arrests. Results of the pilot test showed that voluntary calls to the battering intervention programs doubled. However, this was probably from a very low base and the number of calls is not stated.

Target groups and behavioural objectives

The campaign focused both on men who are abusing their partners, and men who are aware of other men engaging in these behaviours, as the primary target groups. The main behavioural objective was to encourage men who are engaging in violence to call a local men's behaviour change program to get help to stop their violence.

Communication objectives and message strategies

The primary communication objectives included increasing awareness of batterer programs and to create positive attitudes towards voluntarily enrolling in these programs.

Specific beliefs targeted in the campaign materials were that "Domestic violence is a crime", and consequences such as the potential of a woman leaving the relationship, emotionally damaged children, and possible jail time.

The media materials are listed on the website but are only available free to Texas based users and are not down loadable.

Basic features of the campaign

Posters, palm cards, brochures and a radio public service announcement were produced.

Mass media materials

All materials in the Men Can Make Choices/Hombres de Verdad Escogen campaign are available in English and Spanish: Palm Card (English), Palm Card (Spanish), Poster (English), Poster (Spanish). However outside Texas they are only available by purchase. All materials have been mass produced with kits and order forms distributed to domestic violence programs throughout the state. The brochures, posters and PSAs are free of cost to programs in Texas.

One poster for the campaign shows a man in hand-cuffs with the caption "Domestic violence is a crime". An accompanying brochure details different forms of abuse and the above

messages: the potential of a woman leaving the relationship, emotionally damaged children, and possible jail time. The content of the radio PSA is not listed on the website.

Community organising, community development and other accompanying interventions

The Men's Nonviolence Project also developed Circle of Accountability (Working Together to Hold Batterers Responsible). Circle of Accountability is a 17.5-minute video production that gives information about abuse and domestic violence through the voices of law enforcement professionals, batterers and a former victim. The behaviors described are illustrated by a series of slow motion or still photographs of a man abusing a woman (and therefore may be disturbing to young audiences).

Outcomes and evaluation

Telephone calls to local men's behaviour change programs doubled following the pilot campaign, but there appears to be no further evaluation. It is not stated how many callers enrolled in the programs.

Documented theories of attitude change and assumptions

We were not able to retrieve this information.

Contact information

www.tcfv.org/mens_non-violence.htm#menmakechoices

MEN MAKE CHOICES/HOMMES DE VERONAS ESCOGEN 2002-2003		MEN MAKE CHOICES	
Section 1 - Project, Print/Cable & CD			
POSTER		Quantity	Cost
English - 40000 copies to be used - 12000/each			
Spanish - 40000 copies to be used - 12000/each			
PRINT/CABLE		Quantity	Cost
English - Men Make Choices 5000/20000 each			
Spanish - Men Make Choices 5000/20000 each			
CDs		Quantity	Cost
English and Spanish - 20000 copies of 20000 each			
These materials were produced with funding from the Government of Ontario (Ontario) of the Social Services and Community Development Branch.			
Shipping & Handling			
50 - 5000 - 50000	50000 - 100000 - 100000	100000 - 200000 - 200000	200000 - 500000 - 500000
Shipping and Handling \$ _____	Shipping and Handling \$ _____	Shipping and Handling \$ _____	Shipping and Handling \$ _____
Subtotal - Section 1 \$ _____		Total Cost - Section 1 \$ _____	

3.3 Prevention Campaigns Targeting Adolescents or Youth

This category provides examples of campaigns that typically target young males and females, with the intention of either preventing males from becoming violent, or of focusing on some of the early development signs of violence, abuse and controlling behaviours to prevent them from becoming ingrained patterns. Some campaigns also focus on assisting adolescent girls and young women to understand early warning signs of abuse and violence in relationships, so that they can take a stand against it. Some also encourage young males and females to take action in situations where friends or other associates are engaging in or experiencing abuse or violence.

Some of the reasons for targeting young people with prevention campaigns concerning VAW include (Office of the Status of Women 2003):

- Young women are a high risk group for experiencing relationship violence and sexual assault.
- The highest rate of sexual assault offenders is amongst men aged 21-25 years.
- Adolescence and young adulthood are key times for disrupting negative beliefs, attitudes and behaviours before they become ingrained and develop into harmful patterns later in life, and to learn new attitudes and skills of non-violence.
- Focusing on young men and women provides an opportunity to interrupt intergenerational cycles of violence.

3.3.1 Australia

3.3.1.1 Commonwealth Government: *No Respect, No Relationship*

Location, time and background

This was ready to run as a nation-wide campaign in Australia in 2004 before being withdrawn and replaced by *Violence Against Women – Australia Says No* which was reviewed under section 1: General and Specific Awareness Campaigns. The synopsis below is based on the original campaign plan rather than the version which actually ran.

Formative research/baseline data on pre-existing community attitudes

An extensive literature review and qualitative research process was conducted to develop the campaign, involving 72 group discussions and 80 interviews (Elliott & Shanahan 2003). This study represents one of the most comprehensive and important pieces of research available to help develop campaigns focusing on relationship violence and sexual assault. A small sample of the findings includes:

- Sexual assault is generally seen as something perpetrated by strangers rather than in the home by a partner.
- There is considerable confusion concerning when inappropriate sexual behaviours in relationships are deemed as sexual assault, with a tendency to focus on the more extreme acts as a means of considering it as something done by ‘evil’ men ‘out there’, rather than something that is personally relevant.
- The community has considerable nervousness in using the terminology surrounding sexual assault, and in talking about issues related to sexual assault.
- Sexual assault was seen as an important and serious community issue.
- Males tended to believe that the responsibility should be on women to refuse sex rather than on themselves to not initiate it, and they often assume consent unless the female strongly and loudly says no.
- Applying *pressure* (as opposed to force) to obtain consent for sex was seen as normalised behaviour for males.

Furthermore, the conceptualisation of the campaign took into account a range of findings of young people’s attitudes towards violence and sexual assault, generally taken from the Australian (but sometimes also overseas) literature. These included (Office of the Status of Women, 2003):

- Most young people think that hitting a partner in response to infidelity is generally justified.
- Most young people believe that the influence of alcohol or drugs is a viable explanation for the use of violence against women.
- Adolescent boys commonly employ a number of well-known, ‘acceptable’ strategies to pressure girls into sex (for example, pretending not to understand that his partner doesn’t want to have sex and holding his partner down at the commencement of sex).

- Women are seen to predispose themselves to sexual assault by wearing suggestive clothing, being in the wrong place at the wrong time, flirting excessively, or offering sex and then changing their mind.
- Consent rules change if the two people involved have had sex before or are in a relationship, with some adolescents saying that it was even more acceptable to keep pressuring long-term partners who are resisting sexual activity.
- A minority of young people consider that forcing their partners to have sex, throwing things like plates at each other and regular slapping or punching are part of 'normal conflict' rather than relationship violence.
- Pro-violent beliefs are especially held by males.
- Young people who believe that abusive behaviour could be justified are significantly more likely than other adolescents to hold traditional attitudes towards gender roles.

Target groups and behavioural objectives

Young people aged 16-24 years were designated as the primary target group for the campaign, segmented as follows (Office of the Status of Women, 2003):

- Young men aged 16-18 years – the age at which young men are most anxious about their lack of communication skills, and are most uncertain and confused about how to relate to females. This is a key age in which young men are receptive to and wanting to learn about healthy ways of relating in relationships.
- Young women aged 16-18 years – the age at which young women are more likely to be involved with older men and are at risk of engaging in unplanned, and sometimes regretted sex, often associated with excessive alcohol consumption.
- Young men and women aged 18-21 – the age where both young men and women are 'experimenting' with relationships and where their differing goals and expectations of relationships emerge.
- Young men aged 21-24 – generally men in this age group are not looking for a long term or permanent relationship and the gap between the differing goals and expectations between men and women widens.
- Young women aged 21-24 years – some women in this age group have an increased desire for more permanent relationships, and some women seem unable or reluctant to recognise and act on warning signs that the relationship is abusive.

Secondary target groups selected were parents, gatekeepers and influencers of young people, such as teachers, school counsellors and sporting coaches; and people, products and media involved in youth popular culture (i.e., music, fashion, entertainment).

The behavioural objectives of the campaign were, for males, to encourage them to stop using violence (of various forms) in relationships, to engage in respectful behaviours towards women in relationships, and to seek consent in sexual relating; and for women, to take action in relation to the violence they are experiencing.

An intermediate behaviour objective was to encourage young people to visit the campaign's website.

Communication objectives and message strategies

The main communication objectives of the campaign were to increase awareness of some of the early signs of relationship violence and of what constitutes sexual assault, by focusing predominantly on examples of emotional abuse and lack of consent seeking by males in sexual relating. These were seen as some of the precursors to males using other forms of violence and control as they became older. The campaign was also being designed to encourage females to consider that they do not have to put up with violence and control in relationships.

Other communication objectives included to:

- Confront and challenge young people's potentially harmful beliefs about relationship violence and sexual assault.
- Reflect the diversity of relationships young people experience, the different forms of relationship violence and sexual assault and the range of situational factors that can contribute to relationship violence and sexual assault.
- Increase awareness and understanding of the benefits of non-violent relationships, and on how to form and maintain them.
- Increase awareness and understanding about how to support people who have experienced relationship violence and/or sexual assault.

Related to each of the two main gender categories of target groups, specific communication objectives were:

- For young women, to increase awareness and confidence that violence and control, including its manifestations through emotional and sexual abuse, is not acceptable in relationships, and they have the right to expect relationships free of violence and abuse.
- For young males, to increase awareness that (i) violence and control is not acceptable, and is not what women expect nor want in relationships with them; (ii) emotional abuse is not acceptable and can damage relationships; and (iii) that males need to take responsibility to ask for consent in sexual relations, and that not seeking consent is not acceptable.

Basic features of the campaign

In addition to the television commercials, the campaign was intended to provide opportunities for young people to create their own media productions through which they could tell their stories concerning healthy relationships and abuse. It was considered that young people would attend most to the campaign's messages if they could hear their peers telling real-life stories. For example, in one initiative, Triple J producers were going to mentor young people to develop a film about how to respond to difficult issues that arise in relationships. Media advocacy strategies were going to be an important part of the campaign to target key media influencers of young people's attitudes.

Mass media materials

The advertising component of the campaign was intended to feature television commercials that would have had a similar structure to those eventually aired in *Violence Against Women – Australia Says No*, but with a different focus. We are not sure whether these commercials were produced.

Electronic copies of four of the posters intended for use in the campaign are on the disc accompanying this report. Each contains an image of a young man or woman, with text such as:

- (Picture of a young man) “Well she was flirting with a couple of mates and I gave her a slap. But she knows – I mean she deserved it” followed by in large text “**No she didn’t**”.
- (Picture of a young man) “A mate said the way I treated my girlfriend was embarrassing. I just never saw it until he said it.” followed by in large text “**Think about your behaviour**”.
- (Picture of a young woman) “I said no, then he wouldn’t stop. I didn’t know what to do” followed by “**That’s sexual assault**”.
- (Picture of a young woman) “Well it was assault and I reported him. It was so hard to do – but such a relief” followed by “**You did the right thing**”.

All of the posters conclude with an explanation that this behaviour is never acceptable nor excusable (the explanation differing according to the particular focus of the poster), with further text on the importance of behaving with respect in relationships (including references to verbal ways of relating) and a call to action to view a website for more information (the call to action for all of the posters). The posters were similar to those actually used in the *Australia Says No* campaign.



A youth communications stream was intended to complement the advertising component of the campaign, involving a multi-part series on Triple J, features in youth magazines and websites, and other initiatives. This stream was intended to provide information, encouragement and support on the skills involved in non-violent relationships, and support for those who have experienced relationship violence and/or sexual assault. This stream was also intended to reinforce the campaign messages, not only in terms of expanding reach and frequency, but also the depth and complexity of the messages.

Two further streams intended for the campaign included sponsorship of youth events (e.g., Big Day Out) to further increase message reach and frequency and to enhance credibility, and a public relations strategy to promote the campaign in general, such as through launches.

Community organising, community development and other accompanying interventions

These included a curriculum to go to schools (involving a lesson plan, teacher's manual and a film about a young Victorian woman hospitalised as a result of violence by her partner) and an online young people's resource strategy. The campaign was intended to provide skill development programs for young people concerning healthy behaviours in relationships and how to tell the signs of disrespectful / violent ways of relating. It was also intended to form partnerships with key youth media and other powerful influencers of young people's opinions to help portray campaign messages and to generate key role models.

Outcomes and evaluation

None as the campaign did not run.

Documented theories of attitude change and assumptions

While putting the onus of responsibility on males to change their behaviour, setting the campaign in the context of respectful relationships was seen as a way to attract young women and men to an issue they are interested in (relationships), while not putting males on the defensive, and not referring to females as victims. The campaign intended to draw the delicate balance between focusing on (and using the language of) relationships rather than "men" and "women", and locating males' controlling and violent behaviours as the

responsibility of men. This approach resembles the writings and public education work of Jill Murray (see www.drjillmurray.com), who assists young women to see the early warning signs of violence in relationships by focusing on: (i) their partner's controlling and possessive behaviours; (ii) the ways they (the women) respond by minimising or excusing their partner's behaviour; and (iii) tell tale signs that their relationship is suffering from abuse.

Contact information

Commonwealth Office of Women on 1800 808 863

3.3.1.2 NSW Government/Kids Really Count: *Expect Respect*

Location and time

Northern Rivers region of NSW, 2003 and 2005

Background and target groups

A low-budget campaign attempting to educate young males and females (14-24 yrs) about healthy relationships, with the intention of preventing violence against women. The campaign was run by Kids Really Count, an interagency group in the region that has conducted community campaigns on the impact of domestic violence on children and young people previously.

Formative research/baseline data on pre-existing community attitudes

Young people from diverse communities throughout the Northern Rivers region were consulted in the process of developing the campaign.

Surveys were conducted in 2003 and 2004 through a stall at the Splendour in the Grass festival in Byron Bay. The 2004 survey (of 715 respondents aged 13-30) found that approximately 18% spontaneously defined an unhealthy relationship as involving one partner being too controlling or dominating, or having too much power and leaving insufficient room for the other person to grow as an individual (though these words were not necessarily used),

while 42% referred to one or more forms of abuse. When asked what stops young people from leaving unhealthy relationships, 55% reported issues related to low self-esteem or confidence, fear of being alone, dependence, insecurity or force of habit, and 33% reported issues related to fear of further violence, intimidation by partner or fear that he would commit suicide.

Behavioural objectives

To encourage young people aged 14-24 to talk with someone if they are in an unhealthy relationship, or to call a domestic violence helpline.

Communication objectives and message strategies

The primary communication objectives can be inferred as creating and maintaining awareness of behaviours indicative of an unhealthy relationship and creating positive attitudes towards ending such relationships or seeking help about them.

The 2003 campaign focused on both young males and females, incorporating messages such as “It’s not right to be locked away from your friends” to outline some of the unhealthy behaviours in relationships exhibited by males (though not explicitly framed as ‘male’ behaviours). The 2005 campaign predominantly targets young women, with the primary message “Don’t be ashamed to talk about it”.

Basic features of the campaign

Television commercials and a poster supported by some community development initiatives.

Mass media materials

The 2003 campaign was focused around a television commercial that while not evaluated, was considered anecdotally as “dawky” but still serving a purpose. NSW Women’s Health funding has been secured to produce a second television commercial this year, which is based on a 20 second video produced by two local year 12 girls. The commercial was shown on

regional television in May and June, and included words from a song by the pop group “George” and SMS text messages on the bottom of the screen.

Back-up materials are being used such as stickers and surf-style visors.

Media advocacy strategies through local radio and print interviews have also been employed.

Community organising, community development and other accompanying interventions

Community development activities have been conducted at the Splendour in the Grass music festival, in addition to a high school competition to produce the television commercial aired this year, and dissemination of materials produced by the Domestic Violence and Incest Resource Centre in Victoria (“When Love Hurts” materials and website). Funding is also being sought for peer education activities in schools.

Outcomes and evaluation

The 2003 campaign was run on an extremely low budget and no money was allocated for evaluation. A survey at the Splendour in the Grass stall was used to judge young people’s response to the commercial, and found a 60% exposure rate. Approximately four-fifths who saw the commercial reported that it made them think about their relationship and about what a healthy relationship is. The 2005 campaign will be evaluated by the Centre for Children and Young People at Southern Cross University. Evaluation outcomes will be available by October.

Documented theories of attitude change and assumptions

None cited in the campaign information located to date.

Future plans

Depending on funding, the intention for 2006 is to focus on young males through a social norms marketing approach, and through peer-based initiatives that support respectful relating.

Contact information

NSW Government.

3.3.1.3 Northern Territory Government: *Captain Harley's Be Cool, Not Cruel*

Location and time

Northern Territory, 1998

Background

The campaign was funded under the federal government's Partnerships Against Domestic Violence (PADV) program to develop a domestic violence community education program focusing on young people. It was planned and implemented under the 1994 Northern Territory Government Domestic Violence Strategy. The campaign ran simultaneously to the second phase of the NT government's *It's got to stop ...* campaign (referred to in our report under *Let's stop it now...*) which was targeted at an older audience.

Since the inception of the NT Government's 1994 Domestic Violence Strategy, it became apparent that family violence was having major effects on children. A variety of indicators were showing that in a large proportion of cases, children were either present during incidents of family violence or were directly subjected to the abuse. In 1996, the NT Office of Women's Policy began to conceptualise a community education project for young people, which then received PADV funding.

Formative research/baseline data on pre-existing community attitudes

The campaign was based on extensive formative and pre-production research. An initial survey of 164 young Northern Territorians in 1997 highlighted the need to educate the entire community of young people about domestic violence – not just those affected by it – as 70% stated that the first person they would discuss domestic violence with if they were experiencing it would be a friend. Extensive research also accompanied the development and testing of specific messages and materials.



Target groups and behavioural objectives

Children aged 10-15 were chosen as the target group due to the extremely high proportion who are victims (either directly or 'indirectly' as witnesses) in domestic violence situations. Secondary target groups included parents, professionals and service providers. The broad aim of the campaign was to work towards preventing the continuation of intergenerational cycles of violence and abuse, and ultimately to support the development of a culture intolerant of violence.

The specific behavioural objective was to encourage the target group to feel confident to phone a crisis line when they are exposed to or aware of family violence.

The campaign was designed to be appropriate for the geographical spread and cultural diversity of the Northern Territory, including people living in remote communities (Indigenous communities, pastoral properties, etc).

Communication objectives and message strategies

The major communication objective for adults (parents, caregivers, professionals, etc) was to increase their awareness of the effects of domestic violence on children.

The campaign employed three main explicit communications objectives targeting children: that violence is wrong and not acceptable, that it is better if people don't behave violently (through the "be cool.... not cruel" message), and that "there is help available" to stop violence occurring in family situations.

The mass media materials were targeted directly at children with no media materials explicitly designed for adults, though implicit messages directed towards this group were that family violence negatively affects children, that it needs to be stopped, and that there is help available to do so.

Basic features of the campaign

A wide range of materials – comics, posters, a television commercial, etc – was used to portray the communication messages around the character "Captain Harley". Captain Harley was portrayed as a 5-year old member of a family (represented as slightly humanised dog characters) experiencing violence, who understands that violence is wrong and gets help by calling the Crisis Chat Line.

Mass media materials

A wide range of mass media materials were used, most incorporating the Captain Harley character or other animals in comic form, with the "be cool not cruel" heading and the "violence is wrong" caption. These included:

- A poster portraying Harley's family, with a mean looking dog character (the father) shouting over the mother and children, with the words at the bottom of the poster "If you need someone to talk to call the Crisis Chat Line on ..."
- Various comic strips encouraging children to get help, including the words "If people are being hurt in your home ... get to a phone and ring this number ... Captain Harley knows who to call ... so do you now". One comic portrayed Harley's family, with

words such as “In Harley’s home, there is domestic violence. Harley’s dad sometimes hurts his mum, and that hurts Harley and his sister Kylie, too. Harley is often quiet and sometimes feels helpless. When he puts on the mask and cape he becomes Captain Harley ... As Captain Harley he knows that violence is wrong.”

- A wide range of merchandising, including mouse pads, caps, coasters, drink bottles, notepads, rulers, etc.
- A 30-second television commercial in which Harley is woken by the father figure who is growling at the mother (using sounds rather than words). Two brief scenes follow where Harley is in the back seat of a car and then at the dinner table, both times cringing with his father growling in the background. Harley says “Sometimes I don’t think my Mum loves my Dad anymore, and that makes me sad. Sometimes I feel scared and don’t know who to talk to. Captain Harley knows who to talk to!” Harley then puts on the Captain Harley cape, and the Crisis Chat Line number comes onto the screen, with Captain Harley shown dialling the number. A women’s voice then cuts over “Crisis Chat Line – for kids who want to talk”. Captain Harley then ends with the words “Violence is wrong. Be cool, not cruel.”

Community organising, community development and other accompanying interventions

A Crisis Chat Line to accept calls from children and adults, and information packs for children and for adults. The information packs were very popular among a diverse range of community groups and settings, with some schools having “Be cool not cruel” days (some using a Captain Harley costume to represent the character in ‘real life’).

Outcomes and evaluation

The campaign was successful in achieving a very high level of ‘brand’ recognition among middle-upper primary and secondary school children.

Pre- and post-intervention surveys revealed that:

- The campaign was associated with a shift from preferring friends as a source of support in domestic violence situations to calling the police, but there was no increase in the percentage of young people who reported that they would use a telephone counselling service.

- There was an increased preparedness to actively respond to domestic violence by trying to stop it.
- Agreement with violence-facilitating attitudes (e.g. “some girls ask to be treated badly because they like it”, “if someone in your family keeps nagging, it’s OK to hit them”) was low both before and after the campaign, while agreement with violence-inhibiting attitudes (for example, “domestic violence is a crime”) was very high during both surveys.

The campaign won an Australian National Violence Prevention Award and an Australian Marketing Institute Award.

Documented theories of attitude change and assumptions

The three main published reports of the campaign (see below) do not include any attitude change theories used to develop the campaign.

Contact information

The following documents provide a comprehensive outline of the research and practice of the campaign, including discussion of a range of issues not outlined in this report’s brief summary of the campaign.

Captain Harley’s Be cool not cruel Community Education Campaign, Occasional Paper No. 36, Northern Territory Government, 2000.

Survey Report: Attitudes of Young Territorians Towards Domestic Violence and Sexual Assault, Occasional Paper No. 24, Northern Territory Government, 1998.

Report: Research for a Domestic Violence Community Education Program for Young Territorians, Occasional Paper No. 23, Northern Territory Government, 1998.

3.3.2 USA

3.3.2.1 CDC: *Choose Respect*

Location and time

United States, ongoing from February 2005

Background, target groups and behavioural objectives

The campaign was developed by the Centers for Disease Control and Prevention (CDC) to reduce dating violence by young females and males, through building social skills concerning healthy relationships and by supporting social norms that inhibit intimate partner violence. The campaign also aims to educate parents, teachers and other adults about the roles they can play in meeting the above objectives.

The campaign is based on the belief that even if they are not yet dating, young adolescence is an importance stage in the development of attitudes and beliefs that affect how they will relate in dating situations later.

The campaign focuses on encouraging both males and females to behave respectfully in relationships, though the examples given for males tend to focus on more abusive-type behaviours. In this sense it is different to most campaigns in that the communication objectives for females do not focus predominantly on their right to end abusive relationships (while still hinting at this), but rather on their behaviour towards their partners, and on how they will respond when they see others behaving disrespectfully. The campaign encourages young men to intervene with other young men if they become aware of their abuse against women.

Although not referred to in the campaign information that we have retrieved, it appears to involve strategies both for early adolescent and college-aged young people. The television commercials, for example, appear pitched to an older audience than some of the information brochures.

Formative research/baseline data on pre-existing community attitudes

This has not yet sourced from the campaign developers. However, one of the authors (RJD) was involved with a social research company that was commissioned by CDC to inform such a campaign.

Communication objectives

The overall communication objectives are to increase awareness of the risk factors and warning signs of dating abuse, to challenge harmful beliefs that facilitate dating violence, and to increase awareness of where to go to for help.

Some of the specific beliefs targeted can be inferred from the campaign materials:

- For young males, that they have a choice concerning how to behave in situations where some/many would give themselves permission to behave abusively/violently; the choice to behave non-violently will lead to healthy and fun relationships; verbal abuse, speaking negatively about women and social control are behaviours of disrespect in relationships; and that intervening when knowing of or witnessing other males being abusive is the right thing to do.
- For young females, that they have choices about behaving respectfully in relationships (e.g. discussing concerns in private rather than giving their boyfriend the 'silent treatment' or yelling at him in front of his friends); these choices will affect the health of their relationships; and that intervening when knowing of or witnessing others being abusive is the right thing to do.
- For friends (either female or male), that if they witness or know of someone behaving disrespectfully, they can intervene, talk about it with the person later, talk to an adult, go for help, etc. A key message here is that part of being a friend is to be always there when the friend needs help ... including when they are experiencing abuse, or are being abusive (in order to help them stop that behaviour).

Basic features of the campaign

Pilot campaign in two schools and one community group both in Austin and Kansas City, involving media advocacy, paid advertising, community events and the dissemination of brochures and other forms of information.

Mass media materials

Include a campaign website, interactive computer-based music video maker, cinema advertising, posters and television and radio commercials.

Radio and television commercials can be listened to and viewed at www.chooserespect.org/scripts/psas.htm

Posters and cinema commercials can be viewed at www.chooserespect.org/scripts/posters_ads.htm

Two television commercials are used. The first, titled “Friends”, begins with a young man’s voice set in the backdrop of a college campus: “The great thing about friends is that they are always there when you need them” and other statements about the ways in which friends can look out for each other to ensure safety. The scene shifts to a young man walking down the college hall with his partner, and then shows students getting lunch in a refractory. The voice continues “But sometimes it’s hard to know what to do” to the backdrop of a man screaming in the background. The voice continues “If you see one of your friends being mistreated, you need to act”. The commercial continues by describing ways to intervene, such as showing a young man talking to his friend who was being abusive, and finishes by the male voice saying “When you have to choose, be a friend. Choose respect.”, with the campaign URL being displayed.

The second commercial, “Choose Respect”, is also set to various college scenes of friends spending time together, with a young female voice saying “As a teen, every day we make important decisions. We choose who our friends are. Who to spend time with, even who to be close to. But there are other choices too. Like how we see the world around us, how we react to problems, how we share our feelings. These are the choices that determine who we

are. So next time you are angry, or frightened, or confused, you'll have to choose how to treat someone else. Take a moment to think how you would like to be treated, and choose respect". The commercial ends with an example of a respectful communication between a young female and a male over an issue that they feel some emotion about.

An example of one of the posters displays a picture of a young male with a choice between behaving abusively (e.g. "she made me mad – so I pushed her") and non-abusively ("she made me mad – so we talked about it"), represented by two alternative dialogue bubbles positioned side-by-side. There are several posters representing different forms of abuse, with one including a choice of whether to intervene when a friend is acting abusively ("I saw Dave yelling at Megan in the hall so I went the other way" versus "I saw Dave yelling at Megan in the hall so I asked him to stop").

Movie Theatre Slide:



Community organising, community development and other accompanying interventions

Brochures for adults (educators, parents and community members) and children (girls, boys and friends), a community action kit, educational video with discussion guide, and a teachers' guide for classroom activities.

Outcomes and evaluation

While evaluation results are not available at the time of writing this report, further communication with the designers of this campaign is recommended.

Documented theories of attitude change and assumptions

Given backing from the Centers for Disease Control, it is likely to have a strong conceptual basis, though we have not retrieved conceptual documentation beyond what is available through the campaign website. However, the campaign materials suggest a strong influence of Bandura's Social Learning & Efficacy concepts.

Future plans

The pilot campaign is currently being evaluated, and if successful, could be implemented on a wider basis. Although conducted in the United States, this appears to be a key campaign that could be learnt from for the Australian context.

Contact information

www.chooserespect.org

3.3.2.2 Santa Barbara County Public Health Department Relationship Violence Prevention Project: *SHARe - The Word*

Location and time

Santa Barbara County, California USA, 2000 to present

Background

SHARe is the acronym for Safe, Healthy Adolescent Relationships, a peer education and social marketing program to create an environment less facilitative of intimate partner violence by diminishing particular attitudes and normative beliefs. The acronym was

established to encourage teenagers to share information about safe and healthy adolescent relationships. The program has run over five years in junior and senior high schools in Santa Barbara County, threading together peer education and social marketing components (the mix between them varying from year to year). This campaign has been evaluated using one of the few controlled experimental studies in the field.

Formative research/baseline data on pre-existing community attitudes

A questionnaire was designed for use in the experimental study, and pre-test measures were taken on attitudes and knowledge concerning relationship violence. The evaluation data that we obtained includes only aggregate scores on these measures, however, and is not itemised according to the particular attitudinal and knowledge statements. The campaign co-ordinators can be contacted to obtain this more detailed information.

Target groups and behavioural objectives

The campaign targets both girls and boys in junior and senior high schools, with the objective to decrease relationship violence among adolescents, and for this to result in a reduction of domestic violence situations occurring in adulthood. The campaign also aims to encourage the target groups to assess their behaviour in relationships and to contact local agencies where they can access support services, when needed. The campaign encourages adolescent boys to monitor early warning signs that they may be being abusive through “playing it rough” and “keeping your partner in check”, rather than employing the stronger language of violence and control.

As the campaign title suggests, a primary behavioural objective is to encourage young people to talk to each other about these issues.

Communication objectives and message strategies

The communication objectives include to:

- Distinguish between normal challenges in a relationship and signs of an unhealthy or abusive relationship.

- Increase their knowledge/awareness of the characteristics, warning signs, and consequences of abusive relationships.
- Increase their knowledge and awareness of the characteristics of healthy relationships and healthy interpersonal communication.

Like some other campaigns reviewed in this *Early Prevention Campaigns Targeting Youth* section, the communication component uses the frame of “relationship violence”, and invites adolescents to take stock of their relationships without explicitly using the gendered language of females as experiencing violence and males as perpetrating it. It focuses on encouraging adolescents experiencing abuse to notice the warning signs that their relationship is abusive through focusing on the victim’s responses to the perpetrator’s behaviours as well as the perpetrator’s behaviour itself – e.g. that women experiencing abuse will make excuses for their partner’s behaviour, be fearful about saying the wrong things to him, avoid her family and friends, etc. As noted above, this is based on the work of Dr Jill Murray (www.drjillmurray.com) and others that encourage adolescent females and young women – and their family and friends – to be able to assess that abuse is occurring through changes in the female’s own behaviour. Rather than encouraging adolescent females to identify themselves as being abused through the abusive actions of the perpetrator, this campaign encourages them to identify whether their relationships are abusive by assessing their own ways of responding to the abuse.

However, the ‘relationship violence’ approach also encourages both females and males to assess the male’s behaviour in terms of whether he is showing signs of being disrespectful and abusive. The difference to some other approaches is rather than using the language “are you being abused by a man using violence?”, the frame employed is: “is there violence in your relationship?”. Hence while this approach still either indirectly hints (or explicitly focuses) on males being the disrespectful party, the language (and some of the graphics) try to avoid using gender-based language in this way.

Basic features of the campaign

A poster campaign strategically placed in various locations in high schools (across both public and “private” spaces like bathrooms), in addition to brochures, extensively supported by classroom activities. The posters were developed in conjunction with the young people.

Mass media materials

The posters used in the campaign included:

- A flower with some of the petals torn off, with the petals falling containing words such as “threats”, “apologies”, “fear”, “respect”, “passion”, jealousy”, etc. The poster is titled “Loves me, loves me not”, with the sub-heading “All relationships have ups and downs, but ...” and then lists a range of aspects of an abusive relationship, followed by “... are not signs of love. They are early warning signs of abuse”. The poster ends by inviting the reader to take a relationships quiz brochure (in a document holder mounted near the poster), titled “Take the Relationship Test”, in which they can assess how healthy or abusive their relationship is.
- A graphic of a young woman shedding a tear with the heading “No one ever deserves to be hurt”. The poster outlines some early warning signs of an abusive relationship (e.g. making excuses for their partner’s behaviour, avoiding family and friends, etc), and encouraging the reader to take the relationship quiz and to get help if needed.
- A graphic of a young male shedding a tear, with the heading “Life can be tough enough, love shouldn’t be”, with sub-text including “Sometimes playing it rough can cause you to lose out in your relationship”, “Do you want your partner “in love” or “in check”?”, “Keeping your partner in check can be an early warning sign of abuse!”, etc, and encouraging the reader to take the relationship quiz.

Community organising, community development and other accompanying interventions

The peer education component involved recruiting and training adolescents to deliver presentations to peers (of the same or younger age) about healthy relationships and abuse. Youth advocates have also been supported to develop school clubs.

Peer educators have been trained to create digital stories to educate their peers about the issues, share what they have learnt, prompt discussion, and to put forth their own violence prevention messages in a personally meaningful way. This involved developing scripts and combining them with images, photos, music, art, etc in the production of a video. Digital story-telling appears to have been a more recent development in the program and may not have been incorporated within the peer education component during the experimental evaluation study.

loves me loves me not...


All relationships have ups and downs, but...

- ...possessiveness...
- ...controlling what you wear, say or do...
- ...keeping you from friends or family...
- ...verbal putdowns...

...are not signs of love, they are early warning signs of abuse.

Take the quiz on this card to see how your relationship checks out!

Brochures will be restocked.



Help is available.
CONFIDENTIAL AND FREE.
Take a brochure and call for more information.

Safe
Healthy
Adolescent
Relationships
... the word.

Outcomes and Evaluation

A quasi-experimental, within-subjects design was conducted to assess the relative power of the peer education component, communication component, and a combined condition involving both approaches (the latter was delivered to senior high school students only). A control group was also employed. This is possibly the most rigorous evaluation design that we have come across, in the sense of assessing the same respondents at pre-test and post-test, and in employing a control group.

The results showed that students in the peer education and combined groups had significantly higher changes in mean scores on relationship violence attitudes and knowledge from pre-test to post-test than the poster only or control groups. This was found equally for females and for males. Those students who noticed a poster or picked up a brochure showed the greatest change in knowledge and attitudes if they were part of the combined condition, rather than being exposed only to the poster component (indeed, changes for the latter group were not statistically different from those for the control group among these students).

Documented theories of attitude change and assumptions

The campaign was developed on the basis of a primary prevention public health approach, involving a range of individual and environmental behaviour change methods and strategies, combined with principles of community organising and participatory community development.

Future plans

The program coordinators are planning to use the themes, messages and images incorporated in the digital story-telling as the basis of a more widespread communication campaign involving mass media elements beyond the use of posters. The various products that have come from the digital story-telling provide a wealth of qualitative information both to assess the impact of the program in shaping adolescents' stories about health relationships and abuse, and to design future communication messages and mass media materials.

Contact information

Santa Barbara County Public Health Department.

3.3.2.3 Family Violence Prevention Fund: *Coaching Boys into Men*

Location and time

United States, current

Background, target groups and behavioural objectives

A campaign by the Family Violence Prevention Fund to encourage men, and fathers in particular, to take the initiative to talk with boys about what it means to be a man, through: listening to how they and their friends talk about the ways in which they treat females; raising the topics of violence against women and respectful relating; being a role model; and coaching respectful behaviours. The campaign has run in various forms over the past 2-3 years.

This campaign is interesting in that the end goal of the campaign is to influence the behaviour of young boys, but the campaign is directed at adult men.

Formative research/baseline data on pre-existing community attitudes

This has not been sourced from the campaign developers.

Communication objectives and message strategies

The primary communication objective is to create and maintain positive attitudes towards talking to boys about men's relationships with women. From the mass media materials used in the campaign, the specific beliefs targeted to influence this attitude can be inferred as: (i) boys are very unlikely to raise issues of how to treat females with their fathers and other influential men in their lives, and that it is the responsibility of fathers to broach these conversations with their sons; (ii) boys need education from their fathers and other responsible males concerning how to relate with women, as otherwise they will learn the wrong messages from a variety of other sources (e.g. movies); and (iii) failure to do so could result in their sons engaging in domestic violence when they are older.

Basic features of the campaign

A series of television, radio and print commercials (which we assume are predominantly for unpaid / public announcement advertising).

Mass media materials

The current commercials for the campaign are viewable at <http://endabuse.org/programs/display.php3?DocID=9902>

One commercial, for example, shows deliberately unlikely scenes of boys approaching their father or another male to help them change their attitudes concerning women (saying things such as “Excuse me, can you help me reshape my attitudes towards women?” or “Excuse me, I’ve been getting mixed messages about women and violence, I need a little clarification”), with the communication message that it is up to men to broach this subject with boys at an early age. In one of the scenes of the commercial, a boy says in anguish “Uncle Bill, how can I grow up to respect women when I have such lousy role models?”

Community organising, community development and other accompanying interventions

In addition to brochures that guide men on how to talk with boys about behaving respectfully to women, the campaign is connected to the Founding Fathers initiative (see <http://founding-fathers.org>). This involves a range of means (including declarations on Fathers Day, workplace initiatives, etc) where men can publicly condemn VAW, and can commit themselves to creating a world with social norms where boys are taught that violence does not equal strength.

Some major sporting teams have created their own commercials that encourage adult male fans to talk with boys about respecting women and taking a stand against violence.

Outcomes and evaluation

Tracking research has been conducted for the campaign from pre-test in 2001 through to 2005. In addition to campaign exposure measures, this research has tracked attitudes and behaviours. Beliefs that men can help reduce domestic violence by teaching boys that it is wrong were very high at pre-test (more so among women than men) and did not increase significantly through the waves of the tracking research. The proportion of men who reported that they spoke to a boy about VAW increased from 29% to 41% across the waves. The

proportion of respondents who reported speaking to a boy about VAW was higher for those who reported that they had witnessed a campaign commercial than those who had not.

Documented theories of attitude change and assumptions

None cited in the campaign information located to date.

YOUR MESSAGE MATTERS

Boys are swamped with negative messages from TV, friends, school, the neighborhood, the Internet, music, movies...everything they see around them. They hear about what it means to "be a man"—that they have to be tough, be in control, or that they need to boss others around, including their girlfriends.

You can give other messages—about respect, honor, and responsibility.

The benefits of investing time in boys' lives and talking with them about violence are clear: they will know what is and is not okay in relationships with girls and women, and they will know they can come to you with problems.

You can make a real difference in the lives of boys.

Call 1-800-END-ABUSE to order additional copies of this brochure and visit www.endabuse.org to find out more about "COACHING BOYS INTO MEN."

A Campaign of the Family Violence Prevention Fund

COACHING BOYS INTO MEN

Your Role in Ending Violence Against Women

Family Violence Prevention Fund
 983 Rhode Island Street, Suite 504
 San Francisco, CA 94103
 415-252-8900 Tlx. 415-252-8991 Fr.
 800-991-4880 TTY
www.endabuse.org

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Funding for this publication was provided by the Watt Family Foundation.

Future plans

The Family Violence Prevention Fund and the Advertising Council work together to produce a number of mass media commercials concerning VAW. We are unsure whether further commercials will be produced concerning *Coaching Boys Into Men*.

Contact information

<http://endabuse.org>

3.4 Social Norms Campaigns

Theory and research

Social norms campaigns that focus on violence against women are based on the assumption that social and cultural constructions of masculinity, gendered power relations and a range of attitudes and beliefs provide a normative background that facilitate and condone men's VAW.

These types of campaigns address social norms through one or more of the following two elements:

- (1) correcting misperceptions of existing social norms; and/or
- (2) challenging existing social norms

(1) *Correcting misperceptions of existing social norms:* Drawing on research which shows that young American males generally believe that their peers hold more violence-facilitating beliefs and behaviours than they do, some campaigns attempt to correct these misperceptions to reduce their harmful normalising effects. For example, there is considerable research in the U.S. to suggest that men think that other men are less concerned about VAW and with objectification of women, are more likely to endorse myths about rape, and are more comfortable behaving in stereotypically masculine ways than they themselves are.

As a result of these misperceptions, men do not act on their own feelings of discomfort when an opportunity arises for them to take a stand against VAW (for example, by expressing their discontent at a sexist comment, talking to a friend who is acting abusively towards a woman to encourage him to stop, or taking responsibility for consent in sexual relating). They therefore remain silent and conform with the misperceived status quo rather than try to change it. This perpetuates a cycle of inaction that provides further 'evidence' of the (misperceived) social norm.

Damaging social 'norms' therefore get maintained not necessarily because the majority believe in the norm (though in some instances this is the case), but because the majority believe that the majority believes it. Similarly, men who engage in VAW take the silence they hear from other men about abusive behaviour as implying their agreement with violent

behaviour, and consequently overestimate the proportion of their peers who they think would condone or excuse their behaviour (Berkowitz, 2004).

The importance of perceived social norms was demonstrated in a recent study showing that men's self-reported willingness to intervene in situations of potential sexual assault was significantly and strongly associated with their perceptions of how likely other men would intervene in these situations (Fabiano et al, 2004).

These campaigns have typically targeted young men on U.S. college campuses, through communication strategies that provide statistics on the percentage of their peers that adopt particular attitudes against VAW, often with reference to sexual violence. Because of the powerful influence that men have on each other, correcting these misperceptions has the potential to free men to act in ways that are healthier and more aligned with personal values.

In essence, they attempt to create more accurate awareness of existing norms, to reduce the likelihood that some men will act violently in part out of their misperceptions of these norms. The term *social norms marketing* refers to these types of campaigns.

This 'correcting misperceptions' approach has been used primarily in alcohol campaigns on US College campuses, and elsewhere in other public health campaigns. Results have been mixed and debated as to the efficacy of such campaigns in say reducing alcohol use, illicit drug use, unsafe road behaviours or tobacco smoking. It appears to this report's authors, that a social norms misperception campaign by itself could be of little impact in reducing current behaviours, but could contribute to the prevention of uptake of behaviours amongst younger groups. For example, informing college students that the vast majority don't binge drink is unlikely to reduce binge drinking amongst current college students. However, informing high school students that the vast majority of college students don't binge drink may reduce the likelihood of binge drinking amongst these students when they get to college.

(2) *Challenging existing social norms:* These campaigns appeal to the desire of male teenagers or older men to become or be 'a man' as part of their self-identity, while deconstructing social notions of masculinity away from associations with violence and patriarchal gendered power relations, and towards associations with non-violence and more socially just gender power relations. The NSW *It's Against All the Rules* campaign provides a

typical example by using the metaphor of sport to challenge norms regarding the acceptability of VAW.

These campaigns attempt to associate ‘manliness’, and its perceived attributes of strength, courage, etc, with acts of non-violence and to position violence as contradictory to masculinity and as a weak and cowardly option. For example, they encourage men to take responsibility to seek consent in instances of sexual relating and to confront other men who make sexist comments.

In essence, these sorts of campaigns attempt to shift the prevailing social norms concerning VAW among particular target groups.

These two types of social norms campaigns are not mutually exclusive, even though technically the term *social norms marketing* is reserved (by some authors) for the first category. Campaigns that challenge and attempt to shift existing social norms also contribute to correcting misperceptions and therefore represent a mutually reinforcing interconnection between correcting misperceptions and challenging the norms themselves.

The mass media strategies involved in these social norms campaigns are sometimes accompanied by on-the-ground strategies, such as small group interactive experiences on U.S. college campuses.

Social norms campaigns have used ordinary males or celebrity men to reinforce the campaign messages, act as role models for these redefined notions of masculinity, help shift men’s perceptions of collective norms around masculinity, and to provide a face-to-face representation of men’s intolerance of VAW (Flood, 2003).

Some campaigns provide opportunities for youth or other men to share with each other stories or incidents when they enacted new definitions of masculinity that aren’t equated with violence.

Flood (2003) describes a difficult dilemma in campaigns focusing on challenging social norms. In order to challenge predominant norms that equate masculinity with the conditions that facilitate violence (whether these norms be real or misperceived), these campaigns

comply with men's 'needs' to develop an identity around 'manliness' and to work out what it means to be a 'true' or 'real man'. This drive towards a single definition of masculinity can itself feed patriarchy, through men investing heavily in identity formation around fixed notions of masculinity.

This dilemma is played out in campaigns such as *Coaching Boys Into Men* or *My Strength is Not for Hurting* that attempt to attract the attention of boys and young men to campaign messages by focusing on their desire to learn what it means to be a "real man". The campaign then attempts to encourage boys and young men to challenge the stereotypical notions and misperceived norms of how to define such a man. Flood argues that campaigns such as these walk a fine line between being complicit with patriarchy and attempting to challenge it.

Flood also discusses this contradiction in *Violence Against Women – It's Against All the Rules*. While the campaign used sporting metaphors to attract men to messages of the unacceptability of violent and abusive behaviours in relationships, the encouragement of identification with male sporting heroes may have sent quite a contradictory message. Given that some (if not many) sporting heroes do not play by the rules – both on and off the field – and the direct and indirect links that male sport has with violence (including against women), the campaign may have strengthened some of the conditions of patriarchy in order to challenge it.

One way of partially addressing this contradiction was apparent in the draft *No Respect, No Relationship* campaign. The formative research conducted before the aborted campaign showed that late teenage boys feel uncertain about how to relate respectfully to females. The campaign was intending not to focus on boys' identity-drives about what it means to be a man, but rather on their anxieties about how to behave in specific situations (i.e. with females in relationships). By focusing less on identity and more on behaviour in the context of relationships, campaigns such as these have the potential to partially address the dilemma that Flood outlines. The 'Invitations to Responsibility' approach outlined earlier in this report is another example of inviting men to change their abusive behaviour by seeing how it gets in the way of their pre-existing values and visions for a loving relationship, rather than getting in the way of being a 'strong man'.

References for further reading on the Social Norms approach concerning VAW

Berkowitz A (2004). The social norms approach: Theory, Research and Annotated Bibliography. www.alanberkowitz.com/articles/social_norms.pdf

Berkowitz A (2004?). The social norms approach to violence prevention. <http://endabuse.org/bpi/discussion4/IV.rtf>

Fabiano, P; Perkins, W; Berkowitz, A; Linkenbach, J & Stark C (2004). Engaging men as social justice allies in ending violence against women: Evidence for a social norms approach. www.alanberkowitz.com/articles/MenAsAllies.pdf

Flood M (2003). Engaging men: Strategies and dilemmas in violence prevention education among young men. *Women Against Violence*, 13, (25-32).

www.socialnorms.org

3.4.1 Australia

3.4.1.1 NSW Government: *Violence Against Women - It's Against All the Rules*

Location and time

New South Wales, 2001

Background

This campaign was conducted by the Violence Against Women Specialist Unit of the NSW government as part of the NSW Strategy to Reduce Violence Against Women. This Strategy identified community education as an important part of the overall continuum of response to addressing VAW. The campaign was implemented in conjunction with the Regional Domestic Violence Specialists located throughout the state, to ensure that it reached beyond the major urban population centres, and to encourage a 'bottom-up' community development philosophy that included a strong commitment to working with relevant other agencies.

The campaign was designed to build upon Australians' increasing sophistication in terms of awareness of the issues concerning VAW and to target general community attitudes rather than particular groups of perpetrators or victims. The objective was to convey a positive campaign without using fear as a major motivating factor in order to enhance the community's capacity and optimism in creating a culture where men come to see violence as unacceptable and unrelated to their sense of masculinity.

Target groups and behavioural objectives

The target group was primarily men aged 21-29 years. Presumably the secondary target group was 'all men and boys'. Women were not a specific target group for the campaign.

The main behavioural objective explicitly stated for the campaign was to increase young men's willingness to discuss issues of VAW among their peers. Reduction in VAW by this target group would also have been an implicit objective, although no attempt was made to measure this.

However, the campaign materials (see below) suggest that the campaign was primarily an awareness raising campaign to illustrate the range of behaviours considered to constitute 'violence against women'

Formative research/baseline data on pre-existing community attitudes

The campaign did not conduct its own formative research on community attitudes, nor did there appear to be recent relevant data on NSW community attitudes towards VAW to draw upon. Campaign documentation drew upon 1987 and 1995 studies by the Commonwealth Office of the Status of Women, showing a favourable change in community attitudes concerning domestic violence during the intervening eight years (for example, that the number of respondents citing provocation as an excuse almost halved, and that in the 1995 study 93% agreed that domestic violence is a crime, and 94% that alcohol consumption is no excuse).

It's Against All the Rules aimed to build upon the strengthening of community attitudes concerning domestic violence while focusing on addressing particular problems areas. For example, the 1995 research mentioned above showed that while young people generally perceive sexual assault to be unacceptable, they are unsure about what constitutes consent and whether this depends on certain characteristics of the female (e.g. their past sexual behaviour). Furthermore, the research also found that some people link positive aspects of masculinity such as strength and competitiveness with violence.

Communication objectives and message strategies

The communication objectives were to increase young men's awareness of the unacceptability of VAW, their understanding of the different types of VAW, and of the range of consequences to women, children and the community as a result of this violence.

The messages stressed that violence against women is not an acceptable part of being a man, and is not a fair way to relate with women. Just as certain behaviours are not condoned on the sporting field, and are not part of being a successful and fair sportsperson, violence against women in all its forms is against the rules of being a successful man.

Basic features of the campaign

Sport was chosen as the main vehicle for promotional messages for a number of reasons: the ability of the target group to relate to sporting metaphors (stemming from the strong role of sport in Australian culture); the availability of male sporting heroes to deliver the messages and provide positive role models; sponsorship opportunities in sporting venues; the ability to access coaches and other men who serve as mentors to the target group; and the capacity to implement community development initiatives to support mass media messages in sporting clubs and associations.

Mass media materials

The major media materials used in the campaign were posters displayed on buses and disseminated to sporting clubs and other agencies. These posters consisted of local sporting heroes using a metaphor relevant to their particular sport to execute the communication

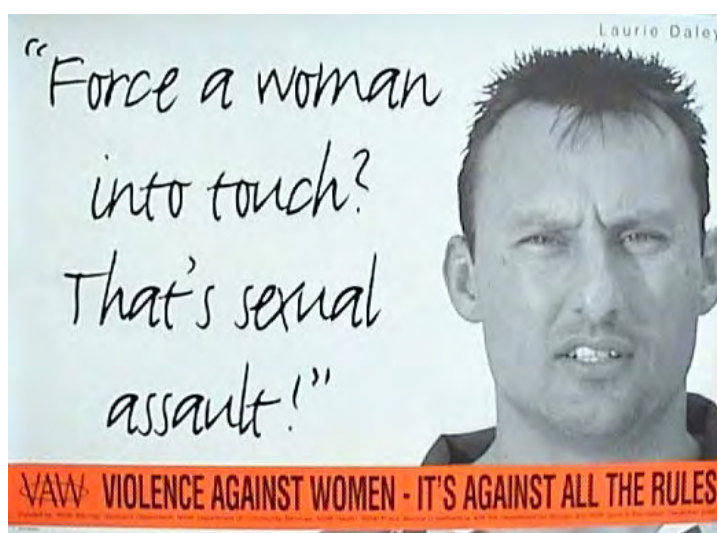
objectives. For example, cricketer Michael Slater and the statement: “Sledging a woman? That’s verbal abuse?”; rugby league player Laurie Daly and the statement: “Force a woman into touch? That’s sexual assault!”, and so on.

The radio commercial consists of a (fairly soft) male voice set to sounds of a sporting match, saying, “If you are aware of sport, then you’ll be familiar with terms such as sledging, marking or forcing someone into touch. What most guys don’t know, is when used off-field against women, they’re all forms of violence. Violence against women can take many forms and not always be as obvious as striking or hitting. Verbal abuse, stalking and physical harassment are also violent, illegal and just not on.” Then after the sound of a football siren “Violence against women, it’s against all the rules”.

An extensive public relations strategy was employed using state wide and local media. Some of this was organised by local Domestic Violence Regional Specialists to complement local activities. Some regional areas developed their own posters using local sporting celebrities.

Community organising, community development and other accompanying interventions

The campaign was associated with an extensive array of local sporting and otherwise community-based events throughout NSW, organised by the Regional Domestic Violence Specialists. Local media were involved wherever possible. Local sporting icons were briefed and trained wherever possible before participating in community development activities concerning the campaign.



Outcomes and evaluation

Some of the main findings from the evaluation study (consisting of a quantitative study and focus groups, both exclusively containing men) were:

- Approximately three-quarters of the men recognised the campaign, with posters on buses the most effective means of delivering the campaign message.
- Nearly one-half of the men exposed to the campaign could recall the campaign slogan directly, and a further 36% understood the general thrust of the message.
- The vast majority of men reported that VAW is not an issue they would raise in conversation, despite the campaign.
- Approximately 70% of the men exposed to the campaign reported that the main message of the campaign was that men should not behave violently towards women, but a far lesser proportion suggested that the message of the campaign was that one doesn't have to be violent to be a 'real man'.
- The campaign did not seem to shift men's attitudes concerning the unacceptability of VAW.
- The majority of men were aware both of a range of different behaviours that constitute men's VAW, and of a range of consequences that this violence entails. However the post-campaign survey only methodology means that it is not possible to discern the extent to which this awareness increased relative to prior to the campaign.

Documented theories of attitude change and assumptions

As with many of the campaigns reviewed in this report, the developers positioned violence within the context of unequal power relationships between men and women, and that men use violence as a means of maintaining their power, control and gender-based privilege. Social and cultural factors were assumed to contribute towards men developing stories about their masculinity that condoned violence as a means of dominance and as a way of defining themselves as masculine. *It's Against All the Rules* attempted to rescript the meaning of men's violence as inconsistent with expressions of masculinity and as culturally unacceptable both generally and in the sub-cultures that men inhabit and are influenced by (with the campaign choosing sport as the sub-culture to target). The campaign's developers assumed that using authoritative male voices from sporting cultures would send the best signal to

encourage men to take responsibility for VAW, both through their own behaviour and in talking about the topic responsibly with their peers.

The campaign drew upon the following models in its development: Duluth models; social learning models; feminist analyses; crime prevention theory; theories on the cycle of violence; and contemporary theories on men's masculinities.

The campaign's development involved an explicit social marketing approach, adding 'partnership' (with relevant agencies), 'politics' (scanning the horizon for possible threats), and 'policy' (changing policies and influencing environments as well as individuals) to the traditional product, price, place and promotion aspects. The campaign's documentation suggested that the various processes and aspects of social marketing were taken seriously in designing, implementing and evaluating the campaign. However, there appears to have been no pre-testing of the campaign with the target audience – a fundamental tenet of a marketing approach.

Comment

As noted above with respect to comments by Michael Flood, it is suspected that such a campaign is fraught with danger, especially as the sports selected (and particularly rugby league) have previously and subsequently had a number of incidents involving well known players in alleged sexual harassment or sexual assault matters. In short, such a campaign would lack credibility and was always going to be at risk of actual behaviours by sportsmen in the sports represented clearly contradicting the message. A bona fide marketing approach gets the 'product' right before 'taking it to market'.

Contact information

NSW Attorney General's Department.[www.lawlink.nsw.gov.au/cpd.nsf/files/IAATR.Campaign.Evaluation.Final%20Report.Word2000.doc/\\$FILE/IAATR.Campaign.Evaluation.Final%20Report.Word2000.doc](http://www.lawlink.nsw.gov.au/cpd.nsf/files/IAATR.Campaign.Evaluation.Final%20Report.Word2000.doc/$FILE/IAATR.Campaign.Evaluation.Final%20Report.Word2000.doc)

www.austdvclearinghouse.unsw.edu.au/Conference%20papers/Exp-horiz/Cheetham.pdf

3.4.2 USA

3.4.2.1 Men Can Stop Rape (MCSR): *Strength Campaign*

Location and time

Washington DC (and extended across the United States) from the early 2000's (ongoing)

Background

According to their website, MCSR is an outgrowth of D.C. Men Against Rape, a volunteer profeminist collective founded in 1987 by a handful of men seeking to raise their own and the community's consciousness about men's violence against women. In 1997, MCSR incorporated as a nonprofit organization with the goal of carrying forward and expanding on its original mission to increase men's involvement in efforts to end men's violence. The Strength Campaign arose to work alongside Men Can Stop Rape's community development activities to redefine what it means to be a man. The Strength Campaign is part of the overall Strength Program, which is designed to motivate young men to take a more active role in challenging the attitudes and behaviours that support rape and other forms of men's violence.

The Strength Campaign, MCSR's original PSA and educational outreach campaign, is designed to raise awareness of dating violence among youth and highlight the vital role young men can play in fostering healthy, safe relationships. Organized around the theme line "My Strength is Not for Hurting," the Campaign emphasizes how men can be strong without using intimidation, force, or violence to get what they want in relationships. Campaign materials and messages appear in communities across all 50 states, the District of Columbia, Puerto Rico and over 20 countries.

Formative research/baseline data on pre-existing community attitudes

None cited.

Target groups and behavioural objectives

The campaign focuses on young males (secondary high school and college/university age) to encourage their role in promoting healthy romantic/sexual relationships based on non-violence, and to not engage in sexual and other forms of violence (with the campaign emphasising sexual violence).

Communication objectives and message strategies

The communication objectives of the campaign are to:

- Raise awareness of the importance of men's roles and responsibilities alongside women in promoting healthy sexual relationships and preventing sexual violence.
- Promote positive, non-violent models of male strength in intimate relationships.
- Foster a male peer culture that highlights the strength inherent in healthy sexual behaviour and empowers youth, particularly young men, to speak out in support of sexual safety and responsibility, and against dating violence.
- Emphasise how men can be strong without using intimidation, force or violence to get what they want in relationships.



The campaign used the slogan “*My Strength is Not for Hurting*” to portray to men that a sign of masculine strength is to proactively seek consent from their partners in sexual activity and to respond appropriately to their partner’s wishes. The campaign, in a sense, sells the image that “I am a strong man through listening to and respecting my partner, and that I can earn respect from my peers as a strong man through doing so”.

Basic features of the campaign

Poster campaign across high schools and college campuses, combined with workshops for youth and community development initiatives.

Mass media materials

Posters, bus side and bus shelter advertisements, and a magazine.

Other materials not incorporated in the specific part of the campaign evaluated in 2001 (see below) included clothes apparel, stickers and bags.

See www.mencanstoprape.org/info-url2698/info-url_show.htm?doc_id=226020 to view the posters. The posters contain images of men, appropriate to the sub-cultures of the target groups and dressed and appearing in ways that emphasise their masculinity. They are shown standing with their partners and making declarations such as “When she said ‘No’, I said OK”, “So when I wanted to and she didn’t, we didn’t”.

Community organising, community development and other accompanying interventions

These included workshops with junior high, high school and college-age youth to raise their consciousness about the ways that rape and other forms of men's violence affects the lives of men and boys as well as women and girls.

Other community development initiatives are conducted in schools and college campuses, such as essay competitions and creative arts projects to display nonviolent images and characteristics of masculinity (e.g. photography displays, creation of videos). These community development initiatives are often organized through Men of Strength (MOST)

Clubs, which aim to provide young men with a safe, supportive environment (“space”) in which to connect with male peers, through: exploring notions of masculinity and male strength; promoting an understanding of ways that traditional masculinity contributes to sexual assault and other forms of men's violence, perpetuates gender inequity, and compromises the health of men and women; exposing young men to healthier, nonviolent models/visions of manhood; and through building young men's capacity to become peer leaders and allies with women in promoting gender equality and preventing men's violence. MOST clubs have regular meetings, discuss counter stories of masculinity, make presentations to other youth in their schools, and organise local community development initiatives such as 30 Days of Strength campaigns.

Outcomes and evaluation

An evaluation was conducted in 2001 of a three month intervention in DC high schools, but later campaign activities have not been evaluated to date. The campaign included posters and bus side media and interpersonal components (which for this part of the campaign consisted of workshops in schools and college campuses), in which approximately 28% of the students evaluated participated. The major findings were:

- The percentage of students who recalled hearing or seeing something about dating violence in the past month rose from 10% during pre-test to 59% at post-test.
- There was a significant reduction in student's self-reports of sexual propositioning and joking about smacking someone around from pre-test to post-test, and in their assessments of their friends' behaviour in these areas, but there was little or no reduction with respect to some other forms of inappropriate sexual behaviour.
- There were minor to moderate decreases from pre-test to post-test in females' reports of experiencing some inappropriate behaviours (such as being grabbed on the bottom, being called insulting names, etc).
- The campaign was not associated with an increase in students showing disapproval of a range of inappropriate sexual behaviours (such as grabbing a female's bottom), and in some situations there were minor decreases.
- There was no increase in male's confidence to engage in conversations about consent in sexual situations with another person, and a decrease in confidence in being able to stop sexual activity if the other person wishes this.

- The results concerning attitudes about social norms were mixed, with positive changes in some attitudes and not others. There was no decrease in the key belief that women are expected to say ‘no’ even when they want sex. There was a decrease in some socially constructed attitudes linking men’s outward sexual displays and power with personal strength, and not in others.

Overall, this relatively brief intervention appears to have had little measurable effect.

Documented theories of attitude change and assumptions

The campaign explicitly posits men’s VAW as stemming from the power and control they attempt to exhibit, reinforced by cultural stories of what it means to be a man. The campaign is based on the assumption that men’s violence is learned behaviour that can be unlearned, especially when supplemented by ‘spaces’ and conversations in which they can challenge these taken-for-granted norms and develop new ways to define their masculinity. Promoting peer influences that position listening, respect, compassion and non-violence as a healthy part of masculinity is viewed in the campaign as a vital means to create the cultural space for these new ways to take root. Furthermore, the campaign assumes that some/many (and perhaps all) young men are already behaving in ways that are inconsistent with the taken-for-granted stories around masculinity, and that the task is to create space and dialogue around these ‘exceptions’ so that they can more powerfully express these behaviours and values.

Future plans

The campaign is being run again in Washington DC this year, and will include a brief evaluation. It will also target college campuses beyond Washington DC. The posters are also being used by some other campaigns in North America (e.g., Virginia Health Department).

Contact information and references

www.mencanstoprape.org

3.4.2.2 University of Oklahoma: *Prevention, Advocacy and Education (PAE) Campaign*

Location and time

University of Oklahoma, from 2003 (ongoing)

Background

The University of Oklahoma received funding for two years to address issues of domestic and sexual violence.

Formative research/baseline data on pre-existing community attitudes

In 2003, an email was sent to all undergraduate students at the University of Oklahoma, alerting them to a webpage through which they could fill out a survey. The response rate was 6.8% (n=1224). The results indicated that most respondents did not condone sexism, sexual violence, stalking or having sex while intoxicated or high, and that the majority of women did not like hearing sexual comments. However, while most women reported that they verbalise their displeasure when they hear such comments, the majority of males stated that they did not. Most males and females stated that they do not agree with rape myths. The majority of respondents also reported that they stop all sexual activity the first time his/her partner says no. This information was used to develop social norms for the campaign.

Target groups and behavioural objectives

To reduce sexual violence by college-aged males at the University of Oklahoma, and to increase consent seeking behaviours concerning sexual activity as part of a non-coercive and mutual decision-making process with their partner.

Communication objectives and message strategies

The campaign attempts to:

- change the climate and culture of the campus to one that does not support or allow sexual violence,

- increase awareness of the impact of sexual violence on academic, social and work life, and
- encourage students to examine their own attitudes concerning sexual violence.

Specific beliefs targeted amongst males was that a high proportion of their peers:

- respect their partner's views on whether she wants to have sexual activity at any given point of time.
- state that the decision on whether to engage in sexual activity is a mutual one involving both partners.
- do not agree with trashing women through how they speak about them.
- do not agree with getting women drunk in order to have sex with them.

Basic features of the campaign

Posters and newspaper commercials supplemented by face-to-face interventions.

Mass media materials

Examples of the posters and newspaper commercials can be viewed at www.ou.edu/pae/media.htm. They include:

- Two young college students with the words “I listen. When she says no, I stop” (or in other posters “The decision is mutual”) and “82% of OU men stop sexual activity the first time their partner says “no””.
- Two young college students embracing at a party, with the caption “What happens next?” and “94% of OU men think it's not OK to get a woman drunk to have sex”
- A college male's mouth taped up with the heading “Trashing women?” and “The majority of OU men don't like women being put down”.

Community organising, community development and other accompanying interventions

These included a college fraternity men's program (in which male student leaders are trained and supported to provide normative information about sexual violence through dialogue with other students), outreach programs and a community coordinating council. Furthermore,

information related to sexual violence was incorporated in curricula across a range of university courses (see <http://www.ou.edu/pae/curriculum.htm> for examples). Training is also being provided to campus police and judicial boards to help them respond more appropriately to sexual, dating and domestic violence.



Outcomes and evaluation

No evaluation has been conducted to date. However, the program coordinators were hopeful that they would obtain a grant in June of this year to conduct an evaluation.

The ‘Achilles’ heel’ of this campaign is that it relies on data from a very small sample of self-selected respondents. It is likely that data from a representative sample would not show such high favourable percentages. The credibility of the campaign is therefore tenuous at best.

Documented theories of attitude change and assumptions

The campaign was based on assumptions and theories concerning the social norms marketing approach with respect to correcting misperceptions of social norms.

Future plans

This program may be continued depending on the success of a current grant application.

Contact information

www.ou.edu/pae/about.htm

3.4.2.3 Rape, Abuse & Incest National Network (RAINN): *Social Norms Poster Campaign*

Location and time

United States, current

Background

RAINN claims this to be the first national social norms media campaign in the U.S. encouraging men to prevent sexual assault. The campaign builds upon similar campaigns based on specific US college campuses.

Formative research/baseline data on pre-existing community attitudes

The campaign drew upon an aggregate of data collected through eight U.S. universities from 1999 to 2003, covering a total of over 3,000 men. The research questions in these studies focused on issues of consent in sexual relating and bystander intervention in sexual assault. These studies were used to derive the statistics employed on the two main posters (see below). The criticism of the previous campaign's statistical data applies also to this campaign.

Target groups and behavioural objectives

To reduce sexual assault by college-aged males, and increase this target group's willingness to intervene in situations when they are aware of the possibility of sexual assault occurring.

Communication objectives and message strategies

Increase the target group's awareness of the high proportion of their peers who claim that they respect the importance of consent in sexual relating, and that they would intervene to prevent sexual assault.

Basic features of the campaign

Poster campaign targeting hundreds of US college campuses.

Mass media materials

Two posters portrayed and downloadable at www.rainn.org/gcpost.html with the main messages:

"83% of college men respect their partner's wishes about sexual activity" (to meet the communication objective concerning consent).

"74% of college men would intervene to prevent a sexual assault" (to encourage bystander intervention).

The sub-messages for each of these posters were, respectively:

"Trust your instincts. If the situation seems unclear, stop and make sure you both want the same thing. Tonight might not work out like you had hoped, but you'll both have an easier time dealing with tomorrow."

"Be a friend. With a few well-timed words or actions you could save a friend from becoming a victim of sexual assault. Or from committing one."

**83% OF COLLEGE MEN
RESPECT
THEIR PARTNER'S WISHES ABOUT
SEXUAL ACTIVITY**

Trust your instincts

If the situation seems unclear, stop and make sure you both want the same thing. That might not work, but like you hoped, but you'll both have an easier time dealing with the result.

RAINN operates the National Sexual Assault Hotline. If you need help, national rape prevention information, please call 1-800-656-3898, from landlines only. 24/7. For more info or more info, visit rainn.org

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**74% OF COLLEGE MEN
WOULD
INTERVENE
TO PREVENT A
SEXUAL ASSAULT**

Be a Friend

With a few well-timed words or actions, you could save a friend from becoming a victim of sexual assault, or from committing one.

RAINN operates the National Sexual Assault Hotline. If you need help, national rape prevention information, please call 1-800-656-3898, from landlines only. 24/7. For more info or more info, visit rainn.org

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Community organising, community development and other accompanying interventions

RAINN's focus was specifically on the production of the posters, though particular campuses may have complemented them with campus-based interpersonal interventions.

Outcomes and evaluation

No evaluation is planned.

Documented theories of attitude change and assumptions

The campaign was based on assumptions and theories concerning the social norms marketing approach with respect to correcting misperceptions of social norms.

Contact information

See www.rainn.org/gcpost.html

3.4.2.4 James Madison University: “A Man...” Campaign

Location and time

James Madison University, Virginia USA, 1999-2000

Background

The campaign aimed to correct misperceptions of male college students concerning their peers' sexist beliefs.

Formative research/baseline data on pre-existing community attitudes

Quantitative research with over 400 male students was used to determine the statistics for healthy social norms portrayed on the posters. Intercept interviews and focus groups were used to pre-test the messages.

Target groups and behavioural objectives

The behavioural objective was to decrease the incidence of inappropriate sexual behaviours and sexual assault by males at James Madison University.

Communication objectives and message strategies

The communication objectives included an increase in awareness of inappropriate sexual behaviours and a reduction in the perception of peer acceptance of these behaviours and attitudes.

Three messages were used to target specific beliefs, each the basis of a different poster/flyer: “A man always prevents manipulation”; “A man talks before romance”; and “A man respects a woman”.

Basic features of the campaign

Posters and flyers displayed throughout the campus.

Mass media materials

These consisted of three posters/flyers displaying the text (in a casual, somewhat funky design):

- **A Man Always Prevents Manipulation:** Three out of four JMU men think it is NOT okay to pressure a date to drink alcohol in order to increase the chances of getting their date to have sex.
- **A Man Talks Before Romance:** Most JMU men believe that talking about sex does not ruin the romance of the moment.
- **A Man Respects a Woman:** Nine out of ten JMU men stop the first time their date says “no” to sexual activity.

These are displayed at www.jmu.edu/healthctr/aman.

Community organising, community development and other accompanying interventions

The campaign’s focus appeared to be specifically on the production of the posters/flyers, though other components may have been carried out. For example, some males participated in an educational program addressing male socialisation issues.

Outcomes and evaluation

In a controlled study involving a comparison group, the campaign was associated with a significant increase in the percentage of males claiming that they stop their sexual activity as soon as their date says no, and a significant decrease who endorsed “when I want to touch someone sexually, I try and see how they react.” There were also significant reductions in misperceptions on social norms concerning sexual activity, such as that the average James Madison University student won’t stop sexual activity when asked to do so once he has

become aroused (for further information, see <http://endabuse.org/bpi/discussion4/IV.rtf> and www.socialnorms.org/CaseStudies/sexassaultprev.php)

Documented theories of attitude change and assumptions

The campaign was based on assumptions and theories concerning the social norms marketing approach with respect to correcting misperceptions of social norms with overtones of challenging what it means to be 'a man'.

Contact information

www.edc.org/hec/socialnorms/violence/jamesmadison.html

www.jmu.edu/healthctr/aman

3.4.2.5 Mary Washington College: *Social Norms Marketing Campaign*

Location and time

Mary Washington College, Virginia USA, 1998

Background

The campaign aimed to correct misperceptions of male college students concerning their peers' sexist behaviours, such as objectification of women, sexual coercion and sexist stereotypes.

Formative research/baseline data on pre-existing community attitudes

A baseline survey of 45 students found that Mary Washington College males thought that both the average male at their college and their friends were more comfortable than themselves with sexist behaviours.

Target groups and behavioural objectives

To increase the willingness of male college students to challenge sexist behaviours, and to not remain silent nor ‘go along with the joke’ when their peers make derogatory comments about women. The long term objective was to decrease the incidence of sexual assault.

Communication objectives and message strategies

To increase awareness that male college students generally feel uncomfortable with sexist behaviours.

Basic features of the campaign

Posters and newspaper advertisements placed in academic buildings, residence halls and on announcement boards throughout the campus.

Mass media materials

These were not described on the information webpage on this campaign, though they seemed to state statistics on Mary Washington College males’ discomfort levels with sexist behaviour (possibly – but hopefully not - based on the baseline data).

Community organising, community development and other accompanying interventions

The campaign’s focus appeared to be specifically on the production of the posters, though other interventions may have been carried out.

Outcomes and evaluation

The website reports that a post-survey of 50 students showed that the campaign was associated with a reduction in the disparity between respondents’ own discomfort levels with sexist behaviour and their perceptions of these levels among their peers (through estimates of the latter rising). Estimates of their friends’ discomfort levels did not increase as much.

Changes in behaviour (e.g. measures of sexual assault) were not assessed. This sample size hardly constitutes an acceptable evaluation of the campaign.

Documented theories of attitude change and assumptions

The campaign was based on assumptions and theories concerning the social norms marketing approach with respect to correcting misperceptions of social norms.

Contact information

www.edc.org/hec/socialnorms/violence/marywashington.html

3.5 Other Campaigns in Brief

This section will briefly mention several additional campaigns. We did not profile these in depth either because: (i) there was a lack of detail available on them; (ii) they are not of sufficient scope; or (iii) they focus on a particular population group not within the brief of this report to consider in detail.

While focusing on these in considerably less depth than the 32 campaigns outlined in the previous section, we do not consider them necessarily of lesser importance or usefulness; for example, campaigns that have addressed VAW among marginalised groups such as Indigenous and same-sex attracted communities are as worthy of note as those that have addressed the public at large.

Furthermore, a few campaigns mentioned below would have been outlined in detail in a previous section had we been able to obtain sufficient information about them. These include the Georgia Violence Against Women campaign, Queensland Domestic and Family Violence Prevention Month, United Way campaign, and the White Ribbon Campaign in Canada. Readers are encouraged to contact the nominated contact persons for these campaigns if they are interested in obtaining more information in the future.

3.5.1 Australia

3.5.1.1 CALD Violence Against Women Awareness Campaigns

Although not stated in the campaign descriptions, many of the campaigns reviewed in this report, particularly those overseas, have had at least some of their media materials reproduced in languages other than the predominant language of the respective location. Furthermore, some campaigns have involved an extensive CALD strategy, recognising that including a CALD component means much more than simply translating campaign materials into other languages (which could prove counterproductive given the question of cross-cultural applicability of some messages). The *No Respect, No Relationship* campaign involved considerable research into sexual assault and relationship violence issues in CALD communities and intended to commission a communications consultant to develop a specific campaign strategy to target CALD audiences (Office of the Status of Women 2003; Elliott & Shanahan 2003).

A 2002 federal government campaign focusing on CALD communities is summarised at www.austdvclearinghouse.unsw.edu.au/Word%20Files/Newsletter%2012.doc. This campaign was based on research evidence showing that while domestic violence is not necessarily a greater problem in CALD communities than in other Australian communities, awareness concerning its nature and impact may be lower, and that there are a range of specific barriers to disclosing violence and obtaining help. A 1997 campaign in one area of Sydney appeared to have a positive effect in changing attitudes and knowledge across a number of communities (Moore, Lane & Connolly 2002).

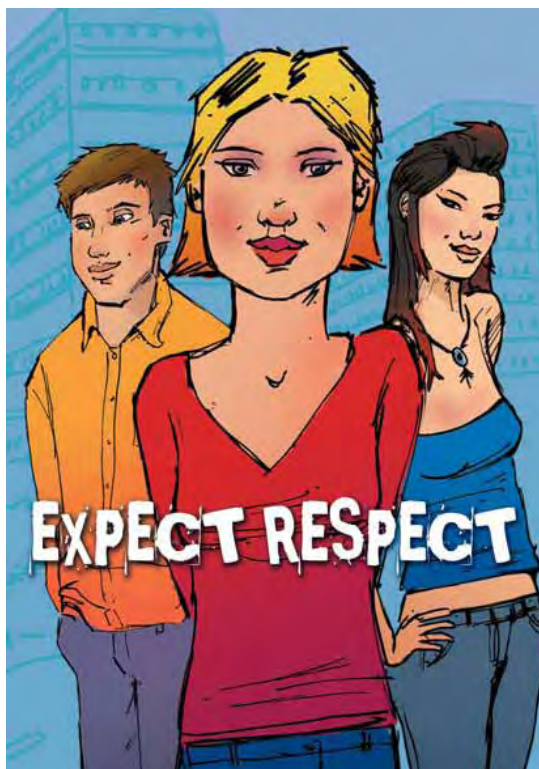
Information on attitudes by various CALD communities concerning domestic violence can be found in a Partnerships Against Domestic Violence research report downloadable at http://ofw.facs.gov.au/padv/projects/attitudes_dv_family_oz_community.pdf.

3.5.1.2 Body Shop Campaigns

In 2004 The Body Shop conducted a campaign *Help Stop Violence in the Home*, to raise awareness about the issue, of the support services available, and to raise money to support

women and children affected by domestic violence. Information on the campaign is available at www.thebodyshop.com.au/infopage.cfm?topicID=53.

This year (2005) it is planning a further campaign focusing on young people using the “Expect Respect” slogan and approach. Their campaigns include the production of information materials for their shops and also for schools.



3.5.1.3 Family and Friends Campaign, Victoria

Information on this campaign was taken from the document “101 Ways Great and Small to Prevent Family Violence: A Victorian Resource Kit” by the Domestic Violence and Incest Resource Centre, 2004.

This was a state-wide campaign run in 1999, focusing on the role that family and friends can play in assisting people who are experiencing family violence. It was conducted for the Week Without Violence, organised by a range of agencies such as the Domestic Violence and Incest Resource Centre, Women’s Health West and the Family Violence Prevention Networks (FVPN) throughout urban and rural Victoria. The campaign was based on two Australian

studies showing that far greater numbers of women experiencing family violence speak to a friend or family member compared to contacting a crisis service or the police.

The communication strategy revolved around the slogan “Is someone you know being abused? Your help can make a difference!” with five key messages:

- “listen and believe her”,
- “take the abuse seriously”,
- “talk to her about her safety and that of her children”,
- “find out how you can help” and
- “stay in touch with her and her children”.

In addition to media advocacy training and media resource kits for a range of organisations across the FVPNs, 60 second radio commercials were created in a range of languages, both for community service announcements and for paid advertising.

The Gippsland FVPN created a 60 second television commercial for its region, while the Eastern FVPN displayed a huge billboard for eight weeks. Merchandising included t-shirts and tea towels, and 20,000 Family and Friends booklets were produced. A range of accompanying on-the-ground interventions were also conducted throughout Victoria, including family fun days, creative arts projects and forums. These were supported by the very strong inter-agency cooperation and collaboration.

Unfortunately, there was no evaluation of the campaign. We have not obtained the media materials used in the campaign, and consequently have not reviewed it in more depth.

3.5.1.4 Card Campaigns

These are campaigns that provide information on VAW on business card size materials that fit in a wallet or purse. For example, the Domestic Violence and Incest Resource Centre in Victoria produced the “When love hurts” card in 2001, that on one side asks “Do you feel free to say your opinions? Respected for who you are? Free to say no? Free to see your friends? Safe and never scared?” and on the other side lists the website www.dvirc.org.au/whenlove

containing useful information about VAW (true stories, safety plans, how to help a friend, etc).

In that same year (2001) the Partnerships Against Domestic Violence program produced a set of four cards showing cartoon drawings, with the front of each card stating one of the following: “I have the right to feel safe from violence”, “Say no to abuse and violence in relationships”, “Ice-o-lation”, or “Home should be safe from violence”. The back of the cards provided telephone numbers for help and information in each Australian state and territory.

3.5.1.5 Indigenous Campaigns on VAW

Several of the Australian campaigns reviewed have included specific attention to Indigenous target audiences, and, in some instances, included media materials targeted to these audiences (e.g. *Let's stop it...now*, *Domestic and Family Violence Prevention Month*, *Walk Away Cool Down*, *Freedom From Fear*).

The Northern Territory government's campaign *Let's stop it...now* developed a campaign component directed towards Indigenous audiences in the context of an overall long-term plan for addressing domestic violence within Indigenous communities. Similarly, the *Walk Away, Cool Down* campaign in North Queensland involved specific attention to Indigenous audiences in some of the community development and media advocacy activities accompanying the campaign.

The draft developmental research report and communication strategy for the original *No Respect, No Relationship* campaign provide important formative research findings and suggestions for a campaign component focusing on Indigenous audiences.

We did not engage in further specific search for Indigenous campaigns concerning VAW. One example, however, of such a campaign is *Walking Into Doors* featuring Archie Roach and Ruby Hunter – see https://ofw.facs.gov.au/padv/projects/walking_into_doors_brochure.pdf and https://ofw.facs.gov.au/padv/projects/walking_into_doors_poster.pdf.

ARCHIE ROACH & RUBY HUNTER

Don't let yourself down
- don't take on the shame

Family & Domestic Violence
effects us all - it hurts
our children,
our families,
our whole community
- our future

Across Australia there is a huge network of people who can help you or listen to you and connect you to people who can help

More services available to chat with:

1800	
Women's Legal Resource Centre	1800 626 704
Women's Domestic Violence Referral Service	1800 512 332
Wife's Support Centre	1800 502 877
Domestic Violence Support Service	1800 211 811
South Australian Women's Support	1800 508 658
Domestic Violence Help Line	1800 508 658
Domestic Violence	
Child Care	(Ph: 1800) 95 022 1 111
Health & Therapy	(Ph: 1800) 222 1 111
Legal Aid	1800 696 116
NT Women's Council Domestic Violence Service	1800 138 868
Queensland	
Domestic Violence Crisis Service	1800 622 827
Domestic Violence Support	1800 622 827
ACT Domestic Violence Crisis Service	02 6200 0909

By talkin up, yarnin up we can build a future without violence.

Information on other campaigns can be found in the Indigenous section of the resources and publications page of the Partnerships Against Domestic Violence website, at <http://ofw.facs.gov.au/padv/02/resources.html>. Information on Indigenous attitudes concerning domestic violence can be found in a report downloadable at http://ofw.facs.gov.au/padv/projects/attitudes_dv_family_oz_community.pdf, in addition to the developmental research for the cancelled *No Respect, No Relationship* campaign.

3.5.1.6 Interactive Websites on VAW for Adolescents or Adults

A number of user-friendly internet sites focus on issues like dating violence, respectful relationships, how to get help for women who are experiencing violence, etc. Examples include www.drjillmurray.com, www.loveisnotabuse.com/, www.dvirc.org.au/whenlove/index.htm, www.burstingthebubble.com and www.facetheissue.com/abuse.html. This last one includes a brief animated production that encourages women experiencing violence to face up to the excuses they are making for their partner's physically or verbally abusive behaviour and to leave the relationship to "become safer". This is problematic as leaving can sometimes make things less safe for the woman and her children. Some of these sites use the term *relationship violence* to focus on early prevention through a respectful relationships approach in a similar fashion to campaigns reviewed in section 3 of this report. A small number of the campaigns reviewed in detail in this report also used websites developed with particular

attention to attractiveness and ease of use by their target groups, such as the *Choose Respect* campaign.

3.5.1.7 Kids Really Count Campaigns

Expect Respect, reviewed in detail earlier in this report, is one of several community awareness campaigns that the interagency group Kids Really Count has conducted over the past seven or eight years in the Northern Rivers Region of NSW. Kids Really Count has concentrated on campaigns to build on and increase awareness amongst the community of the psychological, emotional and behavioural effects of domestic violence on children and young people. These have included slogans such as “Domestic Violence hurts kids too!... do something to change it” and “Domestic Violence hurts kids too! STOP” as part of regional television commercials, posters, stickers, etc.

3.5.1.8 Making Noise, 2001

This project, funded under the federal government’s Partnerships Against Domestic Violence initiative, was designed to assist young people explore their attitudes concerning relationships and relationship violence using arts-based media. Productions included: a CD of local artists examining questions around relationships and respect; a comic book anthology from comic artists on relationships, violence and gender issues distributed via street press; a Rolling Stone supplement; video stories; and features on Triple J. For further information, see [www.facs.gov.au/internet/minfacs.nsf/0/1d4baa4b48e8486bca256aa8001a17fc?](http://www.facs.gov.au/internet/minfacs.nsf/0/1d4baa4b48e8486bca256aa8001a17fc?OpenDocument)

[OpenDocument](http://www.facs.gov.au/internet/minfacs.nsf/0/1d4baa4b48e8486bca256aa8001a17fc?OpenDocument)

3.5.1.9 Queensland Domestic and Family Violence Prevention Month

Domestic and Family Violence Prevention Month (DFVPM) is run annually in May by the Queensland Department of Communities. It consists of a concentrated set of activities, featuring small grants provided to community organisations to conduct their own on-the-ground prevention activities (an information pack is produced to stimulate community development activities for this month – see www.communities.qld.gov.au/violenceprevention/events/dfvpmmonth/resources). These activities become featured in a calendar of events that are promoted as part of DVFPM.

Under the theme of “there is no excuse for abuse”, one radio and two television commercials were produced to support the campaign - apparently as public service announcements rather than for purchasing paid advertising time. At least one of these commercials has a specific focus on Indigenous people. Other media include posters, help cards, bumper stickers, balloons and a range of convenience media.



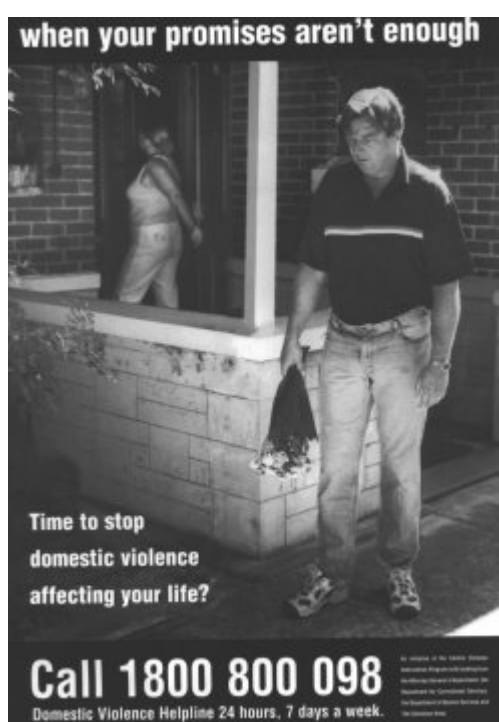
The campaign appears to have two main target groups: women and children affected by domestic and family violence or friends who are worried about them, and Indigenous people. The behavioural objective for both groups being to phone a number to obtain assistance (numbers are provided for women, men, a kids helpline, and an immigrant women’s support service). The Indigenous materials feature the message “It’s not our way”.

Copies of the posters and some of the other materials used in the campaign accompany this report, but unfortunately we have not been able to obtain the television and radio commercials. Given that we attempted to retrieve these commercials and other information about the campaign during the actual month of the campaign itself, it is possible that readers will have more success at a later point.

An evaluation for this year’s campaign is planned, and given that it is an annual event, is likely to be continued in future years. <http://www.communities.qld.gov.au/violenceprevention/events/dfvpmmonth/>

3.5.1.10 Salvation Army South Australian Poster Campaign

A poster campaign was conducted in 2001 and 2002 by the Central Violence Intervention Program in South Australia, with separate posters targeting women experiencing violence and men engaging in it. One poster focussed on the effects on children, using the slogan “Domestic violence hurts kids too!”. The campaign promotes telephone numbers where men can get help to stop their behaviour (such as by enrolling in men’s behaviour change programs), and where women can find assistance. The posters accompany this report. For further information see www.salvationarmy.org.au/cvip/campaign.asp.



3.5.1.11 Same Sex Domestic Violence (SSDV) Community Awareness Campaign

The AIDS Council of NSW commenced a SSDV campaign in 2004, to encourage the general gay and lesbian community to view domestic violence as an issue that needs to be taken seriously in their community. Although we have not sourced more up-to-date information on this campaign, at the time of its development the campaign was planned to include posters, press commercials for both the gay and lesbian and mainstream press, a website, booklet for

people experiencing violence, community forums and a media plan (see www.austdvclearinghouse.unsw.edu.au/Word%20Files/Newsletter_17.doc).

Updated information can be obtained by contacting the Council on (02) 9206 2082 or ssdv@acon.org.au.

3.5.2 Campaigns in Non-English Speaking Countries

A number of community awareness campaigns targeting VAW have been conducted throughout the world, including in Europe, Asia, Africa and Latin America. We have not reviewed these campaigns, but many examples of campaign materials can be found in the UNIFEM report “Picturing a life free of violence: media and communications strategies to end violence against women”, which also includes some campaigns in English-speaking nations (see www.unifem.org/resources/item_detail.php?ProductID=8).

3.5.3 UK

3.5.3.1 Darlington Domestic Violence Awareness Campaign

This campaign is notable because of its extremely cheap budget, and provides an example of a campaign that could be run by a large rural city or town. See <http://www.ddvf.org/adeval.pdf>.

3.5.4 USA

3.5.4.1 Domestic Violence It’s Not a Game

This New York state campaign, using a high profile professional football player to provide the message, involves two radio commercials (for public service announcements) with a broadly similar (though more limited) communication strategy as *Violence Against Women – It’s Against All the Rules*.

The commercials feature text such as: “... As men, we're taught to be powerful, to be in control, to take charge. That may be a winning formula on the field but not at home. In a winning relationship, power is *shared*. In football, illegal hits can hurt your team, get you

fined or taken out of the game. In life, *any* hits could hurt your family, your friends, your dignity, your freedom ... Be an example of the kind of man you'd want for your sister, mother, daughter, or friend. That's the *real* winning formula. Stop domestic violence. It's NOT a game." The commercials end with an appeal to report abuse to a helpline.

In one sense, these commercials address the integrity problem of sportsmen as credible sources for VAW campaigns through not trying to position them as against violence on the sporting field, but rather that violence at home is something far more serious. On the other hand, the approach risks trivialising domestic violence as similar to violence on the field simply by association – even though the text says they are different. For more information, see www.opdv.state.ny.us/public_awareness/tikipsas.html.

3.5.4.2 Georgia Violence Against Women Campaign

This campaign involved a partnership between the American Institutes for Research and the Georgia Network Against Violence, and was originally intended to focus on middle school aged teenagers.

Formative research with 18-22 yr old males involved presenting men with a number of scenarios of alleged sexual assault to assess some of the factors that influence the degree of blame assigned to the female. The researchers found, among many other notable findings, that the men were more likely to blame the woman if there was a previous relationship between her and the man, and if they believed that men cannot control their sexual desires once aroused by the woman (Sokler & Ulasevich 2003).

Due to funding problems and concern about the potentially controversial nature of the campaign by the Georgia state government, the mass media materials were modified and did not do justice to the original campaign intentions and formative research. The campaign involved print and radio commercials to coincide with community development events where teenagers spoke out against sexual assault, such as in a large town hall meeting in Atlanta that involved a large focus on media advocacy. The campaign also involved a component training peer leaders.

3.5.4.3 Raise Your Standards, Not Your Fists

This project by the Pinellas County Health Department in Florida involved a combined approach of youth-led workshops for middle-aged school children in issues concerning violence prevention (with the curriculum created by the youth themselves), and a media component where youth developed a campaign message and graphic that was rolled out in billboards and in a range of outdoor media across Pinellas County in Florida. The basic principle was to support high school aged youth to train and support 11-14 year old children in violence prevention. The project was not evaluated and faced a number of challenges, providing a good example of some of the many things that need to be considered when developing a campaign of this type.

See www.citymatch.org/ProdServe/E-MCH/YouthViolence/PinellasCo.ppt#1 for a powerpoint presentation on the project.



3.5.4.4 True Blue

True Blue is a proposal to CDC by the Praxis Institute (Tucson, Arizona) and United Way for a major family violence prevention project in the U.S., including a significant social marketing component. We refer to it briefly in this report in *A Brief Mention of Accompanying Interventions*. If funded, it would include one of the most thorough evaluation methodologies of campaigns in the field, with the intention to conduct a time series experimental design.

3.5.4.5 Wisconsin Women's Health Foundation Movie Trailer

The Wisconsin Women's Health Foundation produced a 60 second commercial shown as a movie trailer in cinemas in Wisconsin in 2001, that aimed to teach people the warning signs of emotional and physical abuse, that women experiencing violence come from all walks of life, and to publicise where women can go to for help. The commercial can be viewed at www.wwhf.org/outreach/awareness.html.

3.5.5 International

3.5.5.1 Amnesty International

In March 2004, Amnesty International launched a global campaign to 'stop violence against women'.



This is primarily an advocacy campaign that seeks to partner with organisations in countries around the world. In some cases these partnerships have produced media materials, such as radio messages in Jamaica and a video by a singer-songwriter popular in Spain and Latin America (www.amnesty.org/actforwomen/index-eng). The Amnesty International campaign goes far beyond intimate partner violence, seeking, amongst other things, the abolition of laws that discriminate against women and issues related to violence against women by combatants in conflict situations.

3.5.5.2 White Ribbon Campaign (WRC)

While we have reviewed White Ribbon Day in Australia as one of the featured campaigns, the White Ribbon Campaign in general began in Canada in 1991 to coincide with the International Day for the Eradication of Violence Against Women (November 25, the

commencement of two weeks of activity declared by the United Nations to focus on this theme). The campaign has since spread to many areas of the world. While it is best known for community development activities encouraging men to wear a white ribbon to take a stand against VAW, the campaign has conducted other community development activities and social marketing components.

The Canadian WRC is one of the campaigns that we were unsuccessful in finding sufficient information to make it a featured campaign. We are aware that it has produced at least five video and radio commercials in the past, and that it is working on new commercials to complement its 2005 White Ribbon Day activities. The campaign is also collecting data on Canadian men's attitudes towards sexist behaviour, gender equity, parenting, male violence and bystander interventions, to inform the creative strategy in the commercials.

WRC has also done a formal evaluation on their Education and Action Kit (a resource for classroom ready exercises) mostly used by secondary level teachers for their adolescent male and female students. They are currently revising this kit to include social norms exercises based on social norms marketing theory.

White Ribbon Day campaigns are sometimes associated with community organisation activities that encourage men to collectively organise against VAW. In this sense, while an individual act, the wearing of a white ribbon is meant to stimulate collective recognition of the concern that some men feel about VAW. Some White Ribbon Day campaigns work towards developing spaces and opportunities for men to come together and publicly express their concern, and to organise for social change that challenges patriarchal practices and processes at both micro and societal levels.

For further information, <http://www.whiteribbon.ca/>

4. Other Issues Arising From the Review

4.1 Suggestions in the Literature for Good Practice for Designing and Delivering VAW Public Communication/Social Marketing Campaigns

This section will briefly outline some of the suggestions made by reviewers and practitioners in developing community awareness campaigns concerning VAW (e.g., Coffman 2002; Fabiano et al 2004; Davies et al 2003; Soul City 4 Synopsis 2001; Berkowitz 2004; Toolkit to End VAW). It does not refer to the considerable literature on running social marketing campaigns in general. However, there is naturally considerable overlap. Egger, Donovan & Spark (1993) provide a good discussion on use of the media in health promotion, and Donovan & Henley (2003) and Hornik (2004) provide good discussions on social marketing campaigns to achieve health and social welfare change.

It should be noted that there have been few well designed, evaluated interventions in this area. Hence the suggestions made by the various authors are not likely to have come from reflection on rigorous experimental outcome studies and process evaluations of what works and what doesn't. Rather, they apply a combination of understandings of what works in social marketing generally and their specialised knowledge of the VAW field, including what they know about women who experience violence and men who perpetrate it.

Beware of unintended negative consequences

Considerable care needs to be taken in any public awareness campaigns in order to prevent unintended negative consequences stemming from the messages. However, this is far more important in the area of VAW given that increases in violence or vulnerability may result from misinterpretations of the messages. For example, campaigns encouraging women to take active steps to get help could result in some male perpetrators becoming anxious and strengthening their violent and controlling behaviours. Messages that encourage women to feel empowered to "end the violence" by getting help could implicitly reinforce messages that they should take some responsibility for the violence that they have been suffering through not having left the relationship.

Indeed, there is some evidence that campaigns which focus solely on the dangers of family violence have the potential to result in an increase in pro-violence attitudes (Davies et al, 2003). There is also evidence that some campaigns which encourage members of the public to confront abusers may result in them doing so in ways that may not be safe for victims – that people who intervene may not have the understanding, knowledge and skills to do so in ways that maximise safety for victims rather than place them at greater risk of harm. In a related field, campaigns encouraging children to disclose child abuse may result in perpetrators taking greater steps to prevent victims from disclosing abuse (Davies et al, 2003).

Another unintended consequence could be that publicising the prevalence of VAW may indirectly ‘normalise’ the behaviour – at least amongst some sub-groups in the population.

Preventing unintended negative consequences needs to happen through at least two strategies: formative research on message materials; and on-the-ground strategies to manage negative impacts. With respect to formative research, campaign messages and materials need to be pre-tested on both targeted and non targeted populations (for example, pre-testing messages directed towards women experiencing violence should also be pre-tested on violent men to determine how it would influence their attitudes and beliefs, and vice-versa). Furthermore, within a particular target group, a message may inadvertently strengthen a different and undesirable attitude or belief. For example, messages that attempt to ‘empower’ women to stop the violence they are suffering by seeking help could, unless executed carefully, potentially reinforce undesirable beliefs that they are responsible for the violence – that the violence they (and their children) have suffered is at least in part their fault because they didn’t do something earlier to ‘stop’ the violence (e.g. by leaving the relationship earlier).

On-the-ground activities associated with the campaign need to take into account possible negative consequences. For example, a campaign targeting violent men to enrol in a counselling program may lead to women whose partners enrol in such programs deciding to stay with a violent and controlling man based on a misguided assumption that attendance at a counselling group will result in significant changes to his behaviour. Furthermore, some men use attendance at a group to suggest to their partners that they too need to change their behaviour (e.g., calling their partner’s behaviour abusive when she is just understandably upset and angry in trying to get him to understand how bad his behaviour is), when in reality

he is continuing to be abusive. The providers of men's behaviour change programs must therefore have a strong component of partner contact so that women's safety and support needs are thoroughly and regularly assessed and met by the program. .

The *Freedom From Fear* campaign involved extensive pre-testing with the targeted audience perpetrators and potential perpetrators to ensure that the ads were understandable, credible and relevant (three necessary conditions for efficacy) but also to ensure that the ads did not convey that their violence was condoned in any way, but at the same time did not condemn men such that they would not then respond to the ad's message. The ads were also pre-tested with victims (and victim support groups) to ensure that women did not perceive any message that they were responsible in any way for the violence nor see the ads as condoning men's violence against women, nor that it was their responsibility to get their partner to call a helpline. The ads (that featured children witnessing violence) were also pre-tested with children who had witnessed violence in the home to ensure that children would not perceive any message that they were responsible for the violence, nor that they should call the helpline or approach the male/father to do so (which could have placed the child at risk). These interviews were conducted with a child psychologist present to handle any appearance of trauma resulting from viewing the ads (see Donovan et al 2000).

Mass media advertising and media advocacy strategies should be integrated and mutually reinforce on-the-ground activities assisted by inter-agency/inter-network partnerships, and where applicable, by policy/legislative changes

Mass media interventions alone are unlikely to result in behaviour change without accompanying interpersonal interventions or environmental facilitations. This appears to be particularly vital with campaigns focusing on social norms issues such as VAW. Relevant considerations are:

- On-the-ground activities - such as an appropriate expansion in service capacity to meet demand stimulated by the campaign - are required to ensure that people who want to take action as a result of the campaign can do so within a comprehensive and integrated service environment that will ensure safety. This often necessitates the development of partnerships across a range of agencies and networks, and possibly changes in policies and legislation. Without capacity building in service provision, community awareness campaigns can cause harm to women and children in family

violence situations by encouraging help-seeking behaviours that are not adequately responded to, and consequently place them in greater danger from the man perpetrating violence. The rural New York campaign reported by Gadowski et al (2001) was preceded by extensive training of VAW workers.

- On-the-ground activities need to coordinate with the mass media component to provide avenues for the campaign to meet its behavioural objectives (for example, through the development of systems concerning a telephone helpline).
- Interpersonal interventions are often required to provide learning environments and peer support experiences for attitudinal and behavioural change, and for knowledge and skill development to carry out new behaviours or to modify existing ones. Opportunities are needed for modelling and practicing skills.
- Localised settings may provide the greatest opportunities for social norms marketing. While local media can be used to assist with this, activities, programs and events in local settings can be particularly important in inviting people to challenge the perceptions they have of the attitudes and beliefs held by their peers who they most readily associate with. NSW's "Its against all the rules" campaign attempted to encourage such local activities.
- Perceptions of on-the-ground responses to domestic violence can be an important determinant of social norms and therefore influence the social environment in which VAW takes place. One study found that perceptions that the criminal justice system actively intervenes and provides punitive sanctions concerning VAW promote positive attitudes towards the criminal justice system's response to VAW, which in turn were associated with lower levels of victim-blaming attitudes (Salazar et al, 2003). While such perceptions are influenced by a range of factors, effective on-the-ground services are required in the first place in order for positive perceptions of them to form. As shown in some campaigns reviewed in this report, major legislative and policy changes have been important in improving the on-the-ground response to VAW by the police, judicial and welfare sectors, with the media campaigns set in the recent aftermath of the introduction of these improvements in order to take advantage of them (e.g. of improved police response).
- On-the-ground interventions are important for reaching particular groups such as Indigenous people, CALD communities, same-sex attracted communities and other marginalised populations, supported by culturally appropriate media. These

communities may not be well served by the general mass media messages, and require specific social marketing strategies and on-the-ground interventions in their own right.

- Partnerships with on-the-ground services and networks are vital sources of support for recruiting participants for formative research (for example, recruiting men who use violence via men's behaviour change groups).
- Partnerships with on-the-ground networks are vital in promoting social change. In our view, and in that of many others working in the family violence field, VAW will not end unless the historical and current processes by which men have assumed power and privilege over women are addressed. Campaigns have the potential to assist both women and men to collectively organise in their communities (and at broader levels) to challenge the institutionalisation of men's power and privilege, or to hamper it. Truly collaborative partnerships with groups and networks that are at the grass-roots of collective organising against institutionalised patriarchy are essential to support their efforts towards social change.

Include media advocacy strategies that obtain free media coverage and which influence unhelpful ongoing representations of VAW

Considerable attention has been given in the social marketing literature to the use of media advocacy strategies to obtain free media coverage to support the messages in a particular campaign (for example, liaison with journalists to support the development of feature articles or documentaries, staging community events that attract media attention). Of additional importance, and particularly evident in the VAW field, is how campaign messages may be contradicted by different messages implicit in the mass media's ongoing reporting of VAW issues. For example, a Victorian study showed how representations of domestic violence in a state newspaper reproduced, if not reinforced, many of the myths and stereotypes associated with the issue (Evans, 2001) (for example, through an attempt to 'balance' the issue by trying to deflect sole responsibility away from men and framing the issue as a relationship problem or simply one of the 'perils of romantic love').

Given that members of the target group may associate with, and feel more akin to, popular journalists and opinion piece writers than government-driven campaigns, the potential for such representations to undermine campaign messages is considerable. Media advocacy

strategies that attempt to influence ongoing representations of VAW in the media are therefore quite important to complement paid advertising strategies.

Find ways to sustain the campaign beyond a single ‘dose’

Due to the intensive and time-consuming nature of setting up and unfolding on-the-ground activities to accompany the mass media components, many campaigns in the VAW arena have tended to occur beyond a single period of a few months. Legislative changes, youth clubs to facilitate dialogue concerning VAW, digital image story telling in schools and other forms of peer education, etc, have often been implemented for a period of well over a year. Consequently, while campaigns often haven't had the budget to conduct multiple phases of television or radio advertising, they have maintained the distribution of 'reminder media' (e.g. posters) or have kept up their websites so that some mass media messages remain beyond the initial burst to support on-the-ground activities.

Furthermore, a few campaigns have been based on a phased approach involving different communication objectives applied to the same target group through time (and occasionally adding new target groups and behavioural objectives). This can be seen in the work of the Zero Tolerance Charitable Trust and the Texas Council on Family Violence, for example, and in the campaigns conducted by the Northern Territory in the late 90's and early 2000's, and *Freedom From Fear* in Western Australia. In some instances, this involved a planned approach from the beginning to focus on a sequential series of communication objectives that would build upon each other to extend the width, depth and specificity of attitudinal change across a number of years. On other occasions, these phases have developed organically (based, for example, on continuous tracking of community attitudes highlighting the need for new communication objectives).

Generate public will to support one or more calls to action based on specific behavioural objectives

Campaigns in the VAW field have often been based on one or more particular calls to action corresponding to one or more behavioural objectives such as phoning a helpline or talking to a friend who is being abusive to someone else. Encouraging behaviour change in these and other ways would appear an important way to solidify attitudinal change and because these

behaviours represent vital objectives in their own right. However, the barriers to phoning a telephone helpline or intervening with a friend who is perpetrating violence are considerable, and while a campaign can help to address these barriers by strengthening certain attitudes and nullifying others, it may also have a role in enhancing a person's feeling-based desire to act. This is exemplified by commercials in the *Let's stop it now...* and *Family and Friends* campaigns that portray men hesitating and feeling uncomfortable about acting to intervene in a domestic violence situation happening next door or to a friend, but deciding to make a telephone call to a helpline anyway, because they *feel* that it's something they should do. In this sense these and some other campaigns attempt to enhance a public will or collective feeling among a particular target or peer group about how they should respond, based on their feelings about the issue. On-the-ground activities can then generate the cultural and localised contexts to support appropriate actions based on this call to act.

Public will can be generated by resonating with people's existing values and predispositions to behave positively, and in the case of campaigns focusing on bystander interventions, by targeting the factors that inhibit people's willingness to intervene. In this sense, Alan Berkowitz writes about building upon a culture of protection, reinforcing the uncomfortable feelings that most men have about VAW, and enhancing their values and positive desires to stop it from occurring.

In this sense, the specific call(s) to action act as a 'trojan horse' in which to open the door for changes in social norms and the cultural context in which VAW operates. While campaigns could enact primary messages based on specific behavioural objectives, secondary messages can operate to change social norms and collectively held attitudes as a vital secondary goal. Engaging in the behaviours encouraged by the campaign (or even forming the intention to enact these behaviours) can be a step in which members of the target group take towards challenging social norms and adopting VAW-inhibiting attitudes. On-the-ground strategies could focus not only on the initial goal of encouraging adoption of the specific behaviour(s), but can also provide interpersonal contexts to focus on the normative and cultural aspects.

Conduct thorough formative research

Understanding the target audience is a fundamental tenet of marketing, and hence of social marketing. It is also simply common sense. Formative research is not only necessary to avoid

unintended negative consequences, but also to map out the complex web of attitudes, beliefs, knowledge and skills relevant to the behavioural objectives of any particular campaign focusing on VAW. If a campaign budget does not include a sufficient allocation for formative research, then given the dangers that an under-researched campaign presents in terms of wasting considerable money that could be allocated to on-the-ground activities, and of strengthening undesirable attitudes, we would suggest that such a campaign should not run at all. The ethical principle of ‘first do no harm’ demands that appropriate research be conducted in this particularly sensitive area. A consideration implicit in most or all of the campaigns is to respond sensitively and appropriately to women and children experiencing violence. However, formative research on the effects of communication messages and mass media materials on women and children was not carried out in all of the campaigns reviewed.

Our experience with *Freedom From Fear* demonstrates the importance of drafting a range of communication strategies and of pre-testing them with the target group - and checking the favoured strategy with other population groups who would be viewing the media materials. We settled upon a communication strategy (impact on children) that none of us would have chosen to motivate men to call a helpline had we not done this research.

As noted previously, research is vital to test a range of reactions that different population groups may have to the proposed campaign messages, including those that the campaign does not primarily target. Furthermore, even among intended audiences, messages may have negative unintended consequences if not carefully thought through and market tested with formative research, due to the very complex and multi-layered nature of the issues. As just one example, the message that “violence against women is a crime” may invoke certain reactions among men when they think of certain types of VAW (e.g. physical assault), but could conceivably be counterproductive to enhancing positive attitudes concerning the seriousness of other forms of VAW – for example, encouraging them to downplay emotional abuse as a form of VAW as it often doesn’t represent criminal behaviour.

Formative research was lacking in many campaigns we reviewed. In particular, even where campaigns were informed by surveys of current beliefs, attitudes and behaviours, very few conducted any pre-testing of materials. In some cases, campaign message developers simply relied on the opinions of people working in the area of VAW or their advertising/communications company.

Base interventions on comprehensive theoretical models of health promotion and social marketing

Whether or not a public health media-based campaign is based on a conceptual framework is a good predictor of campaign success (Egger et al 1993). Unfortunately few of the campaigns we reviewed were explicitly based on theoretical models or conceptual frameworks (although this information may simply not have been available). The Ottawa Charter for Health Promotion, for example, was hardly mentioned at all. Notable exceptions were the Soul City program in South Africa, the Freedom From Fear campaign in Western Australia, and the Gadomski rural New York campaign amongst others, all of which were based on public health/health promotion and/or social marketing concepts. In other cases, the campaigns were based primarily on sociocultural perspectives, including feminist and gender perspectives to guide the material development – but without a health promotion or social marketing framework for delivery of the intervention. The lack of conceptual input was due in some cases to some organisations simply producing media materials for dissemination by others (e.g. UNIFEM; UK's Zero Tolerance; USA's FVPPF).

The most comprehensive model to guide a campaign's development that we found was that of the Soul City intervention in South Africa. This model is based on some specifics of the South African context, where communities have a stronger history of struggle through collective action and collective efficacy in making changes to their social and environmental contexts. However, many of the factors, inter-linkages and pathways represented in the model – spanning individual behaviour change, interpersonal communication, community-level action, and the broader social/political environment – are relevant in any context. (See [www.soulcity.org.za/downloads/SC4%20Theory%20and%20Impact%20\(synopsis\).pdf](http://www.soulcity.org.za/downloads/SC4%20Theory%20and%20Impact%20(synopsis).pdf))

There is a much wider set of implications for designing campaigns concerning VAW that can be drawn from the general public health/social marketing literature. For example, Davies et al (2003) have speculated whether the lack of success with simplistic “Just say no” type messages in some substance abuse campaigns could be paralleled by similar messages in the VAW field such as “There is no excuse for domestic violence”. The authors stress that mistakes made by campaigns in other fields should not be repeated when designing campaigns concerning VAW.

Ensure political support

Where continued funding is reliant on government support, campaigns – no matter how successful – run the risk of being constrained or even dumped when there is a change of government, and hence a potential change in policies in this area. The shelving of the original Australian “*No Respect No Relationship*” campaign shows that changes in ‘policy’ can occur even within governments over time and depending on the political context. It is important therefore to keep all major political parties – not just those in government - informed of communication campaigns, their objectives, outcomes and essential role in an integrated, comprehensive VAW program, and to maintain this on a regular basis.

4.2 A Note on the Evaluation Findings of the Campaigns Reviewed in this Report

Of the 32 campaigns reviewed in detail, the majority involved some form of evaluation (although this was not always available). Many conducted or are conducting evaluation beyond assessing exposure to, understanding of and satisfaction with the campaign and campaign messages, and including measures attitudes concerning VAW, and, in some situations, relevant behaviours or behavioural intentions (for example, whether to act to stop a friend or neighbour from being abused, whether and who to talk to in situations of being abused). Very few campaigns however, assessed impact on the level of knowledge and skills required to carry out these behavioural intentions (for example, *how* to talk to a friend or colleague who is being abusive to his partner, *how* to take responsibility for discussing consent in sexual relating) – no doubt because many campaigns do not deal with these skills in the media messages.

The most frequent behavioural measure used was the volume of calls to a domestic or family violence helpline (which generally appeared to increase significantly when associated with a campaign). Medium- or long-term measures of behaviour change (e.g. reductions in VAW) were generally not measured by the campaigns we reviewed, which is understandable given the difficulty in obtaining accurate measures of levels of violence occurring in the community.

In spite of the paucity of comprehensive evaluations identified in this review, the following tentative conclusions emerged:

- There is evidence that campaigns focusing on specific behavioural objectives (e.g. for women experiencing violence to phone a helpline; men using violence to phone a helpline) have been successful on some occasions.
- General awareness of and attitudes towards VAW – for example, that it is not acceptable – have appeared to be high at pre-test, reflecting that general publicity concerning VAW over the past ten years or more has been successful in shaping the community’s awareness of and attitudes towards VAW. Although socially desirable response sets may well have influenced these results (with respondents reporting what they feel they should believe rather than what they actually do), this suggests that campaigns can now move beyond base-level objectives of creating basic knowledge of and awareness about the problem – as noted in the *Freedom From Fear* campaign research.
- Changing more specific attitudes is proving more of a challenge. Some evaluations showed changes in some specific attitudes, but not in others. Many did not measure attitudes and beliefs at a specific level. For example, an attitude statement in an evaluation survey that reads “Women are never to blame for domestic violence that is happening to them” could provide quite different results to “Women who stay in a relationship with a man being violent towards her are in part to blame for the violence”. In other words, what may seem initially as a positive attitude against VAW could actually be quite conditional or modifiable by other factors, and it is this next level of specificity that campaigns may need to target. To do so would require careful formative research involving an interweaving mix of qualitative and quantitative components.
- Prevention campaigns targeting adolescents and youth are a relatively recent innovation in the VAW field. While one of the few controlled studies of this nature provided positive results (i.e., *SHARe – The Word*), several other evaluation studies are either in process or not yet released (e.g., *Expect Respect* in NSW, *Choose Respect* in the U.S.). Given the opportunities that schools and community organising/development around adolescents and youth provide both as an environment for social marketing and for interpersonal interventions, this would appear to be a promising area for development.

- There is some evidence that social norms campaigns based on misperceptions of negative attitude and behaviour prevalence can be successful in shifting perceptions of social norms concerning sexual abuse. However, these evaluations have generally been conducted in the confines of U.S. college campuses, involving poster campaigns designed for one particular campus only. The translation of these campaigns to a broader more heterogenous population context is untested. Part of the potential power of social norms marketing campaigns is that they provide an opportunity for people to reassess their perceptions of their peers' beliefs, of others who they feel akin to (e.g. fellow students). A campaign targeting Australian men in general, for example, may not work in the same way due to a diversity of sub-cultures that particular men identify and dis-identify with, even if the campaign materials showed a range of men from different sub-cultures. Furthermore, social norms marketing campaigns have generally targeted sexual violence (e.g. to encourage men to take responsibility for seeking consent) and are less tested with respect to other forms of VAW. Having noted these issues, however, there is evidence that social norms play a very important role in influencing men's willingness to intervene with other men who are engaging in VAW (Fabiano et al, 2004), and consequently need to be considered when designing campaigns in this field.

In addition to these general observations, the evaluation studies referred to in this report do contain relevant information for designers of VAW campaigns, with the evaluation studies more or less relevant depending on the particular type of campaign being developed (for example, prevention focus on youth, social norms marketing, challenging attitudes that form a barrier to help-seeking among women, encouraging bystanders or friends to intervene).

4.3 Notes on Community Organising and Other Intervention Components

While a number of campaigns are primarily mass media interventions with few other elements, most involved a range of other components. The most common intervention components are briefly summarised as follows, not in any order of frequency or importance:

- **Legislative and policy changes** to improve the response by law enforcement agencies and other relevant organisations to VAW. In *Safe At Home*, the media component (a very small part of the overall campaign budget) was employed to create awareness of these legislative, policy and service provision changes and their implications for women, children and offenders. Support for the role of media to support legislative and policy changes comes from one study that showed that people's perceptions that the criminal justice system will actively intervene in DV situations (through arrest, prosecution and sentencing) were associated with positive attitudes towards the system's role in intervening, which in turn were associated with a lower likelihood of blaming victims for the violence they receive (Salazar et al, 2003).
- **Partnerships** across a range of government and non-government agencies, and formal and informal community-based networks.
- **Service provision changes and improvements**, to promote the response by welfare and other systems to incidents of VAW.
- **Stimulating local, context-specific community organising & development**, that takes into account the specifics of a particular region's or locality's cultural and socio-cultural mix. Some campaigns, such as *Violence Against Women – It's Against All the Rules* and *Zero Tolerance* appeared to position themselves in part as resource centres to assist regional specialists and agencies to develop campaign materials and processes suited to their locality. Some campaigns developed community action kits to support local groups and agencies in developing their own and/or provided small grants to support local activities, such as *Family and Domestic Violence Prevention Month* in Queensland.
- **Peer group clubs, leaders and other peer processes** through which spaces are created for young people to learn skills in building healthy relationships, redefine what it means to be a man away from pro-violent identities, and advocate for non-violence, etc. On some occasions peer leaders have been trained and supported to provide leadership and to give presentations.
- **Creative story-telling opportunities for youth** to represent a range of issues concerning relationship violence, healthy relationships, etc, through the production of videos, digital story-telling, multi-media displays, etc. These processes serve both as important collective learning opportunities in their own right for young people to tell

their own stories and to listen to stories made by their peers, and to develop media products that can be used in campaigns.

- **School or campus-based activities, events, workshops, curriculum infusions, etc** that provide opportunities for discussion and the learning of new skills.
- **Training and resourcing health care professionals and other stakeholders and key influencers** to respond more appropriately to issues concerning VAW.
- **Domestic violence helplines** for women experiencing violence to receive help; friends, family members or colleagues to obtain information on how to help; or for men who are engaging in violence to receive assistance to take responsibility for their behaviour.
- **Men's behaviour change groups** that invite men to take responsibility for their behaviour and to make and maintain changes, and which provide support services for partners, ex-partners and children.
- **Social change activities** that help to reduce the barriers that marginalised individuals and groups face in publicly advocating for changes to the processes and practices of institutionalised patriarchy. This was seen particularly in the *Soul City* campaign, which involved support for women and men to lobby politicians and public servants, organisation of marches, assistance to community groups to advocate for social change through media advocacy strategies, etc.

The above list of accompanying interventions is by no means exhaustive of those available for developers of campaigns in the VAW arena. For example, the following could be part of an overall mix of a VAW campaign:

- **Efforts to support men and boys to challenge patriarchy and gender inequity** in a range of interpersonal and public spaces, and through a variety of means – including through the use of methods of social change organising. Some of the many options available are summarised by Michael Kauffman in a comprehensive theoretical and applied paper which can be viewed at www.michaelkauffman.com/articles/pdf/the-aim-framework.rtf (see www.michaelkauffman.com for other relevant articles by the same author).
- **Community development initiatives by men that encourage other men to collectively organise to take a public stand against VAW**, such as the Gloucester Men Against Domestic Abuse campaign that can be viewed at

www.strongmendontbully.com and Men Against Violence Against Women affiliated with Hubbard House in Florida.

- **Mentors in Violence Prevention** program by Jackson Katz, which provides training opportunities for young people in schools and colleges to engage in successful bystander interventions against harassment, abuse and violence, both before and after the fact, and to support women who are experiencing abuse. The program uses interactive discussions and role plays to help young people learn that they have more than two choices (physically intervene or do nothing) about what to do in situations where they come across abuse. To reduce defensiveness the program works with men as “empowered bystanders” rather than as potential perpetrators, and with women similarly as empowered bystanders rather than victims. For more information, see www.jacksonkatz.com/mvp.html and www.sportinsociety.org/mvp/myphome.html.

In addition to enacting a range of accompanying interventions, the campaigns that we have reviewed have focused on different ways of integrating media components with on-the-ground interventions. Some have conducted media campaigns in the context of a planned, whole-of-government strategic response to domestic violence covering several years, such as *Safe At Home* and the Northern Territory campaigns. Others have been designed in part to support localised campaign activities and community development initiatives. Some have focused particularly on ways of integrating media approaches with educational and creative interpersonal interventions in schools, in the context of a health promotion based settings-approach. Others like *Soul City* have focused on stimulating active processes of community mobilisation to work towards social change.

We will conclude this brief discussion on accompanying interventions by referring to a draft program named *True Blue* as a means of integrating social marketing with other components (Embry et al 2005). This proposal has been referred to previously in this report, and, if funded, would be evaluated through a rigorous experimental design. This project proposes three interweaving components:

1. A *mass media component* to increase perceptions that VAW is not the norm nor acceptable, that simple strategies are quickly available to have better relationships, and to increase adoption of behaviours that reduce the risk of VAW and increase positive relating to women in relationships.

2. *Neighbourhood and community mobilisation* to reduce the isolation of women, increase the community's self-monitoring of VAW issues, increase/decrease (depending on the behaviour) the community's reinforcement concerning the behaviours targeted by the program, support appropriate interventions by neighbours, decrease contextual risk factors for VAW and increase contextual factors that protect against it. The program will review the literature for evidence of effective interventions that decrease risk factors or facilitate protective factors for VAW, and will support networks at the neighbourhood or community level to carry out projects based around one or more of these interventions.
3. *Low-cost prevention strategies* focusing on men (in addition to men's behaviour change groups for men who are already engaging in VAW) (see True Blue proposal).

4.4 Implications for the Community Attitudes Survey

The community attitudes survey relating to VAW is important for reasons other than providing baseline data for future community awareness campaigns. For example, it will be a particularly important piece of research to establish a benchmark in which changes in community attitudes can be tracked over the long-term, not just in relation to the efficacy of any particular campaign or state wide intervention.

The survey also has the potential to contribute to the design and execution of campaigns. For example, by measuring a range of attitudes across a number of population segments, we can determine which particular attitudes across which particular potential audiences need targeting the most.

Another perspective is to think about the types of community awareness campaigns that VicHealth (or a consortium of government departments and non-government agencies) may be willing or likely to conduct. This would ensure that relevant variables are measured at baseline and also provide quantitative data to inform the development of the campaign.

This review identified a variety of campaign themes targeting various primary and secondary audiences. When campaigns target say general attitudes, social norms and masculinity concepts, relevant questionnaire items are self-selecting (albeit not always easy to articulate in

item form). However, an additional challenge is to assess what might be relevant measures for the general population when the primary target group is say perpetrators and the campaign objectives are to encourage these men into behaviour change programs (as in *Freedom From Fear*). In some cases, although the primary target group appears to be one group, the desired results are in non-obvious groups. For example, a campaign threatening violent men with detection, arrest, conviction and jail, may be actually directed more at the general community to increase perceptions that ‘domestic violence is a criminal offence’ (i.e. a social norm) and perhaps to reassure women victims that if they report their partner’s violence, they will be taken seriously and be kept safe.

As a general comment, we suspect that measuring complex webs of attitudes at a sufficient level of specificity across a range of issues relevant to VAW is not possible through a single survey of reasonable length. We recommend compilation of a set of general questions designed to obtain long-term benchmark data, and a set of more specific questions related to the likely future focus of a specifically targeted community awareness campaign. For example, questions designed to tease out the complex array of inhibitors and facilitators for people to intervene when a friend is being abusive or is being abused, are quite different to those designed to test young people’s attitudes concerning violence in relationships (using the frame of relationship violence), which in turn are quite different from those designed to measure people’s perceptions of social norms concerning particular attitudes related to VAW, and so on.

As one example of what we mean by specificity, the attitudinal statement “women are not to blame for the violence they experience from their partners” could be endorsed by a significant majority of respondents, yet reveal different answers were the issue measured in depth through more context specific wording. Such wordings could include “women are in part to blame for the violence they experience from their partners if they do not leave the relationship”, “men who frequently shout at their partners often do so because their partners tend to raise things that happened in the past”, etc. Many of the evaluation instruments used in the campaigns we reviewed did not measure attitudes to this level of context-specificity. We believe this to be important in order to understand what people really think about the issues – especially given that responses may differ according to the type of violence referred to, and to various other conditional and mediating factors.

Assessing attitudes at context-specific levels is important given the likelihood that responses to general attitude statements will be affected by socially desirable response sets. The 'politically correct' or socially expected response is quite obvious for many general attitude statements concerning VAW. Furthermore, people may respond to general attitude statements according to what they'd like to think they believe, producing different results than if one dug a bit under the surface. We would recommend not persisting with items that already have very high levels of agreement.

Another consideration for the community attitudes survey is how to measure self-reports of *actual behaviours*. The Northern Territory Government's evaluation plan for the *Let's stop it...now* campaign provides a discussion and suggestions on how to strengthen quantitative measures in terms of their ability to assess behaviour (NT Government 2004). This evaluation plan, combined with the final document outlining the evaluation findings (due to be completed possibly some time this year), would make good reading in this respect. One of the suggestions made in this evaluation plan is to rely less on measures that focus on people's expressed willingness to behave in certain ways and more on what they have actually been doing. The questionnaire in the appendix of Klein et al (1997) also contains some behavioural intention measures.

The following measures can be considered for inclusion – if not already included: men's perceptions of likelihood of being reported to the [police/helpline/women's group] by a [neighbour or friend/colleague] of their partner if they engaged in violence; men's and women's perceptions of the likelihood of [neighbour or friend/colleague] of either partner intervening if the man was violent/abusive; perceptions of the attitudes of the [judiciary/police/lawyers/medicos] to [perpetrators/victims]; victim blaming attitudes; perceptions of the criminal justice system's actual responses to VAW; perceptions of efficacy of women's support systems' responses to appeals for help; perceptions of efficacy of counselling programs for men who use violence against women; perceptions of 'causes' of men's use of violence ('genetic' vs 'learned' vs provocations vs societal stressors, etc), and related questions about what 'masculinity'/'being a 'man'' means. As several of the above require several items, this indicates that techniques such as rotating sections across respondents may be necessary to keep the questionnaire length within reasonable limits.

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6. Summary Table of Campaigns

The following Table summarise the 32 campaigns reviewed in detail in this report. Due to space limitations only some of the key features of each campaign are highlighted. For example, not all of the communication objectives will be outlined, and the Outcomes & Evaluation column will generally not include evaluation data concerning exposure to and understanding of campaign messages.

Summary Table of Campaigns

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
A Man... Virginia USA, 2002	Male students at James Madison University	Reduce sexual assault by males; reduce the perception of peer acceptance of inappropriate sexual behaviours and attitudes	A man always prevents manipulation, talks before sexual relating and respects a woman	Three posters/flyers	Educational program on male socialisation issues	Increase in male self-reports of listening to women saying no to sexual activity, and a decrease in self-reports of a form of inappropriate sexual behaviour; decrease in misperceptions of social norms	One of the few controlled studies in the field
Break the Silence, Make the Call Texas USA, 2002	Women experiencing violence	Phone a domestic violence hotline	A range of messages to encourage women experiencing violence to get help, including that many other women have done so with successful outcomes	TV and radio ads, posters, flyers, etc	Partnerships with grassroots and advocacy organisations, and media and corporate partnerships	Calls to the National Domestic Violence hotline increased by 69% in the first month of paid advertising, and 93% for Spanish speaking calls	Telephone survey prior to the campaign raised important findings that should be considered in the construction of VAW community attitude surveys
Captain Harley's Be Cool, Not Cruel Northern Territory, 1998	1. Children aged 10-15 exposed to or aware of others affected by DV; 2. Parents, teachers & professionals	Phone a crisis line to obtain help	Violence is wrong and not acceptable, it is better to behave without violence, it affects children, and you can get or arrange for help	Comics, posters, TV ad, wide range of convenience media, etc	Crisis chat line, information packs, special events at schools	Increase in children's reports that they would call the police to get help, but no change in their preparedness to use a helpline	One of the few mass media campaigns targeting children aged as young as 10-15
Choose Respect USA, current	Young females and males; appears to have different strategies for early adolescent and college-aged young people.	Reduce dating violence and increase respectful relating in relationships	A range of messages to increase awareness of the forms of abuse, of one's choice to behave abusively or respectfully, and of the importance of intervening when abuse is witnessed	Television, cinema and radio ads; media advocacy strategies	Brochures, community action kit	Pilot in three settings; evaluation data should be available now or very soon	If the pilot is successful, it will be implemented on a nation-wide basis; backed by the Centers for Disease Control

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
Coaching Men Into Boys USA, current	Male adults (particularly fathers)	Encourage men to take the initiative to educate boys that treating women nonviolently is an important part of being a man	Boys need you to proactively educate them about relating with women, otherwise they may learn bad habits from elsewhere and eventually engage in VAW as adults	TV, radio and print ads	Linked with the Founding Fathers campaign; brochures; some sporting teams have produced their own ads targeting adult fans	Campaign was associated with an increase in men's reports that they had talked to a boy re VAW.	One of the few campaigns of this kind that targets fathers to educate boys about behaving respectfully to women
Domestic Violence, End the Silence Northern Ireland and Republic of Ireland, 2005	Women experiencing violence; people aware of DV happening to someone they know	Encourage use of domestic violence telephone helplines; encourage women to seek support and help	Help and support is only a phone call away; DV creates an atmosphere of fear in the home and is unacceptable; DV involves more than a series of one-off incidents; DV impacts on children	TV and radio ads, posters, adshells and leaflets	Not identified in the campaign information to hand; the campaign is being followed by changes to law that will give police more powers	Little or no shift in key attitudes related to domestic violence	High rates of desirable attitudes at pre-test (found also in some other campaigns we reviewed – possibility of methodological flaws in measuring attitudes?)
Expect Respect Northern Rivers NSW, 2003 & 2005	Young people 14-24 yrs	Encourage target audience to talk to others when they are in an unhealthy relationship, and/or to phone a helpline	If you're concerned you are in an unhealthy relationship, talk with someone	TV ad, posters, stickers and caps, media advocacy through local media, information brochures, etc	High school competition to produce the TV ad, music festival activities, etc	Evaluation of current campaign will be conducted later in 2005	Funding is sought for a further campaign focusing on boys
Freedom From Fear Western Australia, 1998-2003	Males 20-40 yrs engaging in VAW or at risk of doing so	To phone a helpline to get help to stop their violent behaviour	Get help because your violence is affecting your children	TV and radio ads; media advocacy	Establishment of a Men's Domestic Violence Helpline, men's behaviour change groups, information booklet	Large no. of calls to the helpline; has increased men's awareness of where to get help to stop their behaviour	Used extensive formative research to develop the communication strategy
Friends and Family Texas USA, current	Friends, family & co-workers of women experiencing violence	Encourage behaviours to help their friend, family member or colleague (e.g. through phoning a helpline)	Increase awareness of signs of abuse, and of how they can help; A range of messages to encourage the target audience to phone the helpline to help a loved one or colleague	TV and radio ads, posters, flyers, etc	Information on signs of abuse, and on how to help	Unknown	One of the few campaigns that focuses on helping a loved one who is experiencing violence

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
Let's Stop It...Now Northern Territory, 2001-2003	General public, women who experience violence; men who engage in violence	Substantial array of behavioural objectives (too numerous to summarise in this table)	Substantial array of communication objectives (too numerous to summarise in this table)	TV and radio ads, posters	Campaign was part of a comprehensive DV strategy across policy, law enforcement and service provision	Extensive evaluation currently in process	Built upon two previous campaigns <i>It's Got to Stop</i> ; comprehensive evaluation strategy, with evaluation documentation yet to be finalised
London Metropolitan Police DV Campaigns 2003 & 2005	Males 21-40 yrs engaging in family violence	Decrease levels of VAW by men	Your partner's silence no longer protects you; the spaces in which you can hide your violence are shrinking; the police can arrest you without the victim's support	Posters, newspaper & radio ads, convenience media	Unknown	Evaluation results of 2003 campaign showed that awareness of specific campaign messages was not particularly high	Evaluation results of 2005 campaign available soon
Mary Washington College Social Norms Campaign Virginia USA, 1998	Male students at Mary Washington College	Reduce sexual assault by males; increase males' willingness to not go along with sexist jokes and behaviours	Your peers are less comfortable with sexist behaviour than what you might think	Posters and newspaper ads portraying correct information on peers' discomfort levels with sexist behaviour	Unknown	Perceptions of peers' discomfort levels with sexist behaviour increased, but less so for perceptions of friends' levels; behavioural measures were not taken	One of the few campaigns that focuses on sexist comments and behaviours
Men Can Make Choices Texas USA, 2001	Men engaging in family violence; men aware of other men engaging in FV	Increase the number of self-referred men to men's behaviour change programs	Uncertain, but appear to relate to the consequences of the target group's behaviour	Radio ad, posters, palm cards, brochures	Men's behaviour change groups, educational videos	Telephone calls to local men's behaviour change programs doubled	One of the few campaigns we found targeting men to enrol in men's behaviour change programs
Men Can Stop Rape's Strength Campaign Washington DC and beyond, current	Secondary high school and university-aged males	Encourage men to promote healthy sexual relationships and prevent sexual violence	Strong men listen to and respect their partner rather than using their strength for hurting; you can earn respect from your peers as a strong man through doing so	Poster campaign	Peer support clubs and groups; workshops; creative arts activities to tell stories that redefine masculinity	A brief evaluation is planned for this year; a previous evaluation was not able to isolate the effects of the mass media component from community development activities	The posters are being picked up by other campaigns, but caution is needed due to lack of evaluation (e.g. could they strengthen men's sense of being the dominant partner?)

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
New York City Campaign 2002	Women experiencing DV, and their relatives	Phone a DV helpline	There is no excuse for DV, it is a crime, and by reporting it the police can take effective action to enhance your safety	Indoor and outdoor posters	Unknown	Calls to the hotline increased by 36% in the second week of the campaign	Campaign has been run over a number of years
New Zealand Police Family Violence Campaign NZ, 1993-95	Women and children experiencing FV, offenders and potential offenders, witnesses and the police force	Increase reporting or help-seeking by victims & witnesses; deter offenders & potential offenders; encourage police to take FV more seriously	Change public understanding of FV; "Family violence is a crime – call for help"; a range of other communication objs. for each of the target groups	Documentaries, TV and print ads, music videos, posters, bus ads, etc; strong media advocacy strategy	Partnerships with a range of relevant agencies; activities to change internal police culture concerning FV; helplines established to coincide with the documentaries	Significant increase in women seeking help; no. of prosecutions of men for FV more than doubled; 50% increase in self-referrals from men; reduction in women murdered by their male partners	One of the few campaigns that took comprehensive behavioural measures; one of the most thorough police driven campaigns of its kind
New Zealand Women's Refuge Campaign yearly	Women 25-54 yrs	Donate to Women's Refuge	Women's Refuge needs money to fight domestic violence	TV/cinema ads, fashion spread in women's magazines, bruised mannequins in shop windows, billboards, bus ads	Activities concerning the annual appeal	Successful in increasing donations to the appeal	Although not explicitly targeting attitudes, uses very innovative means to portray messages
No Respect, No Relationship Australia wide, didn't run	Young people 16-24 yrs, delineated into five segments; secondary target groups of parents, gatekeepers and influences of young people	Increase respectful behaviours by males in relationships, and decrease disrespectful (violent) behaviours, including coercion in sexual activity; encourage women to expect respect in relationships	Numerous – e.g. for young males, that violence and control is not OK, it's not what women expect nor want, emotional abuse needs to be taken seriously, and you need to actively seek consent before having sex	Intended as a TV-based campaign, supplemented by a youth communications strategy to add depth and complexity to the messages (e.g. Triple J series), sponsorship of youth events and a public relations strategy	School curriculum, on-line young people's resource strategy, media advocacy strategies, etc	Campaign never ran	The research conducted to plan this campaign is a very important piece of work relevant for early prevention VAW mass media campaigns

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
Non-Violence Alliance Poster Campaign USA, current	Men who engage in family violence	Reduce family violence by resonating with men's concern about the effects of their behaviour on their children	Your violence affects your children both now and in the future; drinking alcohol does not cause violence; women are not men's property	Five posters	Compliments the organisation's other activities directed towards men who engage in VAW	Unknown if an evaluation has been conducted	Based on research that found that men engaging in family violence have some awareness & concern for the effects on children
Prevention, Advocacy and Education Campaign University of Oklahoma, 2003-current	Male students at the University of Oklahoma	Reduce sexual violence by college males, and increase their practice of seeking consent for sexual activity as part of a mutual decision	Most peers respect their partner's wishes concerning sexual activity, do not like women being put down, and do not agree with getting women drunk to have sex with them	Posters and newspaper ads	Training student leaders to create dialogue with other males about sexual violence, curriculum infusion in a range of courses, etc	None yet conducted but one is planned depending on funding	Program intends to continue if further funding can be found
RAINN's Social Norms Poster Campaign USA, current	University-aged males	Reduce sexual assault and increase willingness to intervene in situations when there is the possibility of sexual assault occurring	A very high proportion of your peers respect the importance of consent in sexual relating, and they would intervene to prevent sexual assault	Poster campaign	Unknown	No evaluation is planned	Campaign attempts to extend campus-specific poster campaigns to work across different colleges
Rural New York Public Health Education Campaign 1998-99	Women experiencing violence; bystanders of DV (of both genders)	Promote effective response to DV, such as through help-seeking behaviour; promote public disapproval of DV	Increase knowledge of DV; reduce beliefs that tacitly accept it. Messages included - It's your business; what to do if you know someone is abused; talk to your doctor about abuse you are experiencing	Radio and print ads, newspaper articles, bulletin board posters, palm cards, etc	Training and resourcing health care professionals to skilfully respond to women experiencing violence; production of materials	Did not significantly improve knowledge, attitudes and behavioural intentions, but did increase some behavioural intentions concerning bystander interventions (especially for males)	One of the very few controlled studies in this field

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
Safe At Home Tasmania, 2005	Men who engage in family violence; partners and children of offenders; the general public	Increase reporting of family violence to the police	Family violence is a crime, not a private matter; it will be responded to by law enforcement agencies as such; if you are a victim, help is available to increase your safety; if you are an offender, your actions will have consequences	TV, radio and print ads	Comprehensive improvement in the legislation, policy and service provision environment	Measures of changes in arrests, no. of intervention orders, etc associated with the campaign are being compiled	The most recent major Australian campaign in this field; interesting creative work; served to promote major changes to the Tasmanian Government's approach to VAW
SHARe - The Word Relationship Violence Prevention Project California USA, 2000 – current	Junior and senior high school students	Decrease early behaviours characteristic of abuse, and increase behaviours characteristic of healthy relationships; encourage contact with local agencies where they can access support	For adolescent females – if you are engaging in certain behaviours (ways of responding to your partner's abuse), you may be in an abusive relationship; for adolescent boys – if you are playing it rough or keeping your partner in check, you are being abusive and your relationship may suffer	The social marketing component was based on a poster campaign backed up by brochures	Peer education where adolescents were trained to deliver presentations to their same and younger aged peers; development of school clubs; digital story-telling by peers on issues related to relationship violence	Students exposed to both social marketing and peer education had significantly higher changes in mean scores on relationship violence attitudes and knowledge from pre-test to post-test than those in the social marketing only or control groups, for males and females	One of the few controlled studies of campaigns in this field (with one of the strongest experimental designs); the program will continue, possibly using outcomes from digital story-telling to develop a more widespread mass media campaign
Soul City South Africa, 1999	1. Politicians and civil servants relevant to the implementation of the 1998 Domestic Violence Act; 2. Women experiencing violence; 3. General public	1. To accelerate implementation of the 1998 Domestic Violence Act, by encouraging relevant politicians and civil servants to address barriers to its implementation and to progress on enabling tasks; 2. To telephone a national hotline to receive assistance; 3. To encourage communities to collectively organise to produce social change against VAW	1. The community expects the Act to be implemented more quickly; 2. DV is wrong, is against the law, and there is help available; 3. Several messages to counteract beliefs that encourage acceptance of VAW and that inhibit action to support women who experience it - to shift social norms from accepting and colluding with VAW towards active opposition to it	13 one-hour episode TV series, 15 45-min series radio drama, comprehensive print campaign, booklets, etc; extensive media advocacy strategy including a workshop and booklet for journalists	Lobbying of politicians and bureaucrats to accelerate the implementation of DV legislation; 24-hour toll free hotline; national and provincial social mobilisation activities such as public meetings	Positive shifts in awareness, knowledge and attitudes concerning VAW, and in perceptions of social norms; reduction of negative social pressures to condone VAW; increased self-efficacies among women to stand up for their rights and seek help; increased intentions by people to oppose VAW but not necessarily backed-up by behavioural changes	Had one of the strongest and most explicit political advocacy approaches of the campaigns reviewed here; mass media and media advocacy strategies were used to compliment political lobbying and community-based activities; used a very comprehensive theoretical approach to design the campaign; thorough evaluation

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
There's No Excuse for Domestic Violence USA, current	Adult males; adult females; bystanders	Phone a DV helpline	Males – FV affects children, is unacceptable and there is no excuse, and you can phone a helpline to get help to stop your behaviour; Females - you have the right to get help; Bystanders - it is your business to help	TV, radio and print ads	Unknown	No evaluations of recent phases of the campaign have been conducted	As with Coaching Men Into Boys, is one of the best known American campaigns in the VAW field
UNIFEM Australia White Ribbon Day 2004 & 2005	General adult community	Wear a white ribbon for White Ribbon Day	Increase awareness of DV as a serious social problem, through the message "Australia needs some serious home improvement" (in terms of VAW in the home)	TV and poster ads	Dissemination of white ribbons; resource kit; leadership network	No evaluation of the 2004 campaign was conducted, but one is planned for the 2005 campaign	Interesting creative work focusing on a parody of Australia's obsession with home improvement
UK Home Office National Domestic Violence Helpline Campaign UK, 2004	Women experiencing DV	Encourage women to phone a new helpline	Seeing the man you fell in love with be such a vicious bully is shocking; his violence is not your fault; phone the helpline to talk with someone who understands what you are experiencing	Radio ad, women's magazines ads, posters and post-it notes in women's washrooms, on the back of supermarket tickets	Amalgamation of two existing helplines into one	Increased calls to the helpline	The posters provide a good example of the use of sensitive and empathic text to women's experiences of violence in relationships
Violence Against Women, Australia Says No Australia, 2004 & 2005	1. Women experiencing violence; 2. Men (in general, including those being abusive)	To telephone a national hotline to receive assistance (for both target audiences)	1. Violence is a crime and is unacceptable, it is never your fault, and help is available; 2. Violence is a crime and unacceptable, it is never women's fault, you can get help to stop other men from being violent, you must seek consent before having sex	TV ads, poster, brochure, and a booklet (mailed to each household)	Curriculum resource kit; national helpline	Evaluation results are not publicly available	Campaign has been criticised for focusing on a narrow definition of VAW, and for not working in partnership with specialised on-the-ground agencies; it will be repeated this year.

Summary Table of Campaigns (Cont'd)

CAMPAIGN NAME, LOCATION & TIME	TARGET AUDIENCES	BEHAVIOURAL OBJECTIVES	COMMUNICATION OBJECTIVES & MESSAGE STRATEGIES	MASS MEDIA MATERIALS	OTHER INTERVENTIONS	OUTCOMES & EVALUATION	COMMENTS
Violence Against Women, It's Against All the Rules NSW, 2001	Males 21-29yrs	Increase men's willingness to discuss VAW issues among their peers, and to reduce the use of VAW	Increase awareness of the unacceptability, different types and consequences of VAW; VAW breaks the acceptable rules of being a man, and is not a fair way to relate with women	Posters (e.g. on buses) and a radio ad; extensive regional media advocacy strategies across the state	Extensive array of local sporting and otherwise community-based events throughout NSW	Campaign had mixed results, and did not appear to increase men's willingness to discuss VAW issues with their peers.	An important campaign to study in depth and to learn from, with detailed evaluation reports available
Walk Away, Cool Down Far North Queensland, 2001	'Would be' offenders; family members affected by DV; children and youth	Encourage offenders to walk away, calm down and get help; encourage people affected by DV to phone a helpline	Walk away and cool down to take the first step to stop your violence; there was a range of secondary messages	TV & radio ads, newspaper ad, posters, stickers, beer coasters, brochures, specialised posters for doctor's surgeries, a range of merchandise, etc; media advocacy strategies such as newspaper articles	Helpline; shopping centre and library displays; competitions to design a poster and bumper sticker; 'cool-it' cube at sporting events and functions, etc.	Campaign did not appear to be associated with an increase in the desired behaviours, though the evaluation methodology was limited	Message directed to men possibly too simple; Queensland Police Service intends to reinvigorate the campaign using role models to encourage offenders to change their behaviour
Zero Tolerance UK, 1992-current	Different target groups across the four campaigns of <i>Prevalence, Excuses, Justice & Respect</i>	The behavioural objectives across the different campaigns are too numerous to state in this table	The communication objectives across the different campaigns are too numerous to state in this table	Indoor and outdoor posters, convenience advertising	Campaigns have often been run locally, with local agencies using ZT resources to develop their own campaigns and accompanying interventions (e.g. school-based)	The evaluations we have found did not isolated the mass media components from the accompanying interventions	Within each of the four campaigns the media materials have been rolled out sequentially to build upon each other; the campaigns have also built upon each other through time