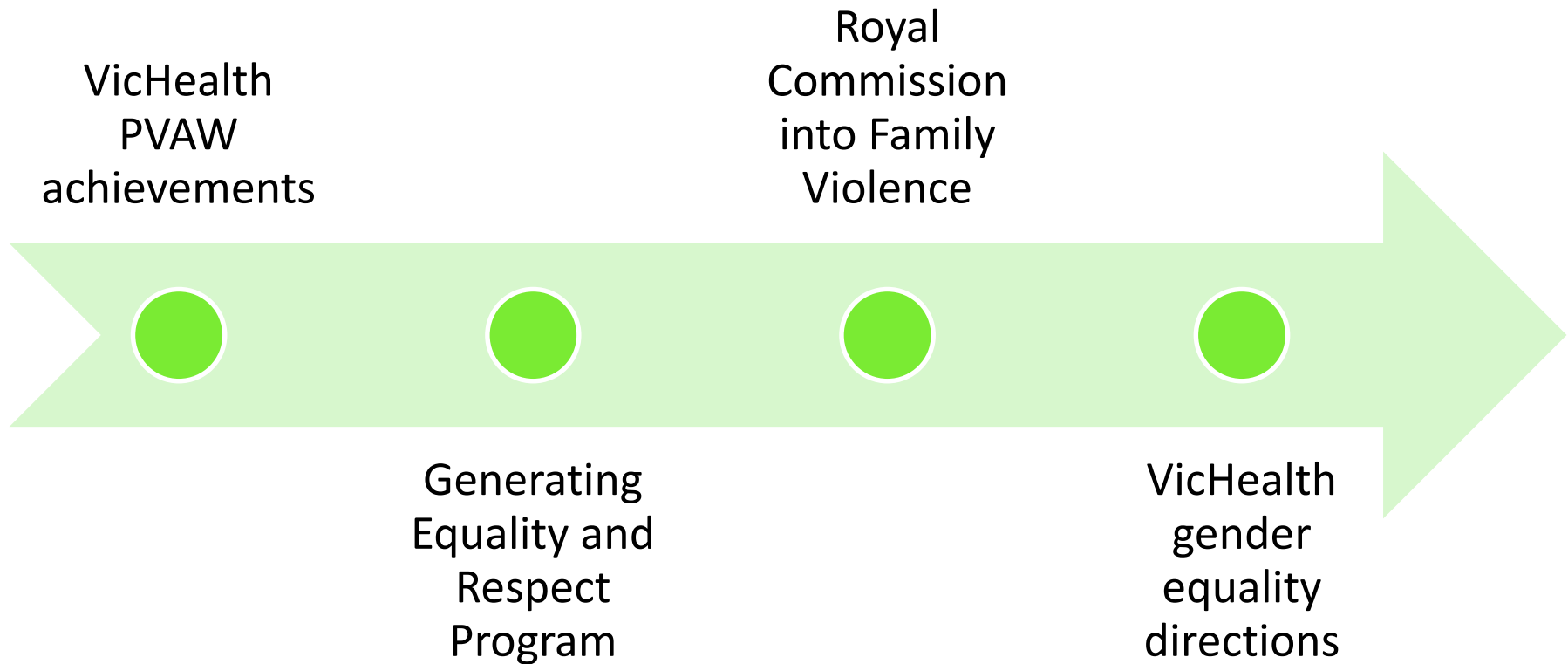


Victorian Health Promotion Foundation
21 November 2016

From Preventing Violence against Women to promoting Gender Equality: 12 years of action

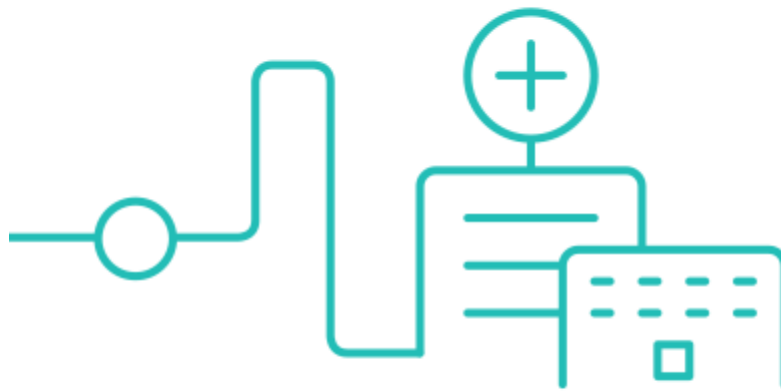
Natalie Russell

Workshop outline



VicHealth's work in PVAW: A snapshot

Health impacts and costs of violence against women



2004

Ground-breaking study estimates the health impacts of intimate partner violence; finds it is the leading contributor to death, disability and illness in Victorian women 15-44 years

2015

Report by Pricewaterhouse Coopers, VicHealth and Our Watch finds violence against women costing Australia \$21.6 billion a year

VicHealth's work in PVAW: A snapshot

Frameworks

2007

VicHealth's framework helps shape Victoria's statewide primary prevention policy – a world first

PREVENTING VIOLENCE
BEFORE IT OCCURS

2015

Change the Story by Our Watch, ANROWS and VicHealth launch a national shared framework for primary prevention of violence against women and their children

CHANGE
THE STORY

VicHealth's work in PVAW: A snapshot

Respect, Responsibility and Equality

2007

First phase of VicHealth's major primary prevention program sees 29 partners trial innovative programs with diverse populations



2008–2012

Five projects scaled up with \$1.8 million VicHealth investment

2012

Launch of world-first 'saturation' program called Generating Equality And Respect, partnering with Monash City Council and Link Health

VicHealth's work in PVAW: A snapshot

Attitudes surveys

2006

2800 Victorians surveyed to understand community attitudes on the problem of violence against women

2014

2nd National Survey on Community Attitudes towards violence against women 2013 released and analysed trends

2010

Findings of 2009 National Survey on Community Attitudes to Violence against Women



VicHealth's work in PVAW: A snapshot

Supporting the Victorian Government

2012

Partners with Victorian Department of Justice; contributes to the design of a funding program for metro and rural Victoria

2013

Partners with Office of Women's Affairs on primary prevention work to support the state's action plan

2015

VicHealth provides written submission to the Royal Commission into family violence

Activity: Local application of VicHealth's work in PVAW

Questions to guide discussions..

- What has the impact of VicHealth's work in PVAW been for you and your partners?
- What have been the main resources/programs you have used?
- What have been your major achievements in PVAW?
- What else do you still need to do?

Generating Equality and Respect Program

1. GEAR was a world first three-and-a-half year program which trialled a site-based saturation approach to primary prevention.
2. Led by strong and collaborative partnership between Monash City Council, Link Health and Community and VicHealth.
3. Implemented a range of tried and tested program activities in one site.
4. Supported by a rigorous evaluation framework – won a prestigious national evaluation award.



GEAR: Achievements



GEAR: Settings for action

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

Activity: Exploring the GEAR tools



Applying a gender lens in the workplace

Learnings from the Generating Equality and Respect program

This tool provides guidance on applying a gender lens in the workplace. It forms part of a suite of tools developed from the experiences of Monash City Council and Link Health and Community in their journey to create and support gender equity and prevent violence against women as part of the Generating Equality and Respect program.

Drawing from VicHealth's decade of research and activity in preventing violence against women, Generating Equality and Respect was a world-first three-and-a-half-year program bringing together a range of primary prevention of violence against women programs and activities to a single location in Melbourne. The program had a significant focus on supporting gender equity in the workplace. More information about the program can be found on the VicHealth website.

This tool reflects the learnings gained from Link Health and Community who, as part of Generating Equality and Respect, applied a gender lens within their own organisation. It is not intended as a definitive guide.

This tool may be used by workplaces in everyday practice, as part of planning processes or while conducting a policy review or audit. The tool may be used alone or in addition to existing tools to guide gender audit or self-assessment processes.

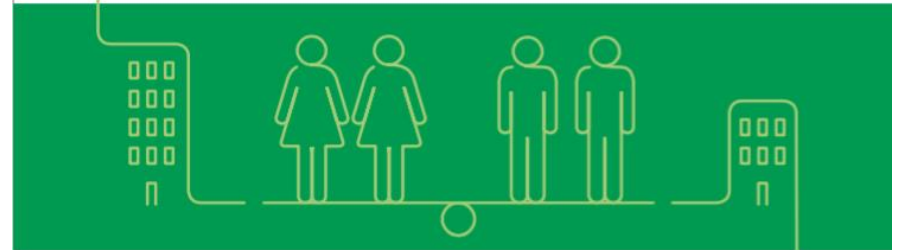
Definitions

Gender equality – equal treatment of women and men in laws and policies, and equal access to resources and services within families, communities and society; sometimes referred to as formal equality.

Gender equity – involves fairness and justice in the distribution of resources and responsibilities between men and women; sometimes referred to as substantive equality. It often requires women-specific programs and policies to end existing inequalities.¹

ONLINE RESOURCES

To view the full suite of tools, visit vichealth.vic.gov.au/GEAR-tools



A guide to site selection for site-based primary prevention of violence against women programs

Learnings from the Generating Equality and Respect program

This tool provides guidance on selecting a geographically defined area for a site-based primary prevention of violence against women program. The tool provides a framework for decision-makers to use when scoping potential site-based work. It forms part of a suite of tools developed from the experiences of Monash City Council and Link Health and Community in their journey to create and support gender equity and prevent violence against women as part of the Generating Equality and Respect program.

Drawing from VicHealth's decade of research and activity in preventing violence against women, Generating Equality and Respect was a world-first three-and-a-half-year program bringing together a range of prevention activities to a single location in Melbourne. Evidence shows that prevention initiatives are strengthened when their reach is maximised and when prevention and gender equity messages are reinforced by complementary activity happening across the different settings where people live, grow, work, study or play. Sites could be as large as a local government area, or a single suburb or a smaller site within a suburb, for example a university or hospital.

This tool is intended as a guide for funders, policymakers, researchers and practitioners and provides some key considerations for site selection, however it is by no means exhaustive. This tool outlines a number of key considerations that help to measure site readiness and capacity.

Three steps outlined are:

1. Short-list potential sites

Definitions

Gender equality – equal treatment of women and men in laws and policies, and equal access to resources and services within families, communities and society; sometimes referred to as formal equality.

Gender equity – involves fairness and justice in the distribution of resources and responsibilities between men and women; sometimes referred to as substantive equality. It often requires women-specific programs and policies to end existing inequalities.¹

ONLINE RESOURCES

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¹ World Health Organization 2010, *Balance prevention: The evidence*, WHO, Geneva.

Activity: Exploring the GEAR tools

Group one – Applying a gender lens in your workplace (working internally)

- What we currently do in our organisation?
- What else we could do in our organisation?
- What are the barriers and enablers to this work?
- Who else in your organisation and externally could support your work?

Group two - A guide to site selection (working externally)

- Review the list of priority settings (page 2) - select 1-2 of these settings.
- Work through the tool on pages 3 and 4 to determine whether these settings may be appropriate partners for primary prevention action or what info you still need to find out.

Policy Context

February 2015:

The Victorian Government established a Royal Commission into Family Violence (RCFV).

March 2016:

The RCFV delivered its final report focusing on all aspects of family violence, including prevention. The report includes 227 recommendations.

Key prevention recommendations included:

- develop a 10-year statewide primary prevention strategy
- resource an initiative to oversee and monitor prevention activity in Victoria
- expand respectful relationships education in schools

An independent Family Violence Agency will also be established by statute, with its scope to include prevention.



‘We need to give as much attention to prevention as we do to the other parts of the family violence system’.

Royal Commission into Family Violence report – Summary and recommendations, p. 38

Policy context (cont.)

April 2016:

The Victorian Government announced initial investment of \$572 million (\$500 million of which is new funding) and its commitment to addressing all RCFV recommendations.

Of that, \$62 million is allocated to prevention initiatives, including:

- expanding the respectful relationships education program in schools
- developing Victoria's first Gender Equality Strategy
- community-led prevention approaches

October 2016:

The Third Action Plan of the National Plan to Reduce Violence against Women and their Children 2010 – 2022 was launched.

- National priority area one - Prevention and early intervention

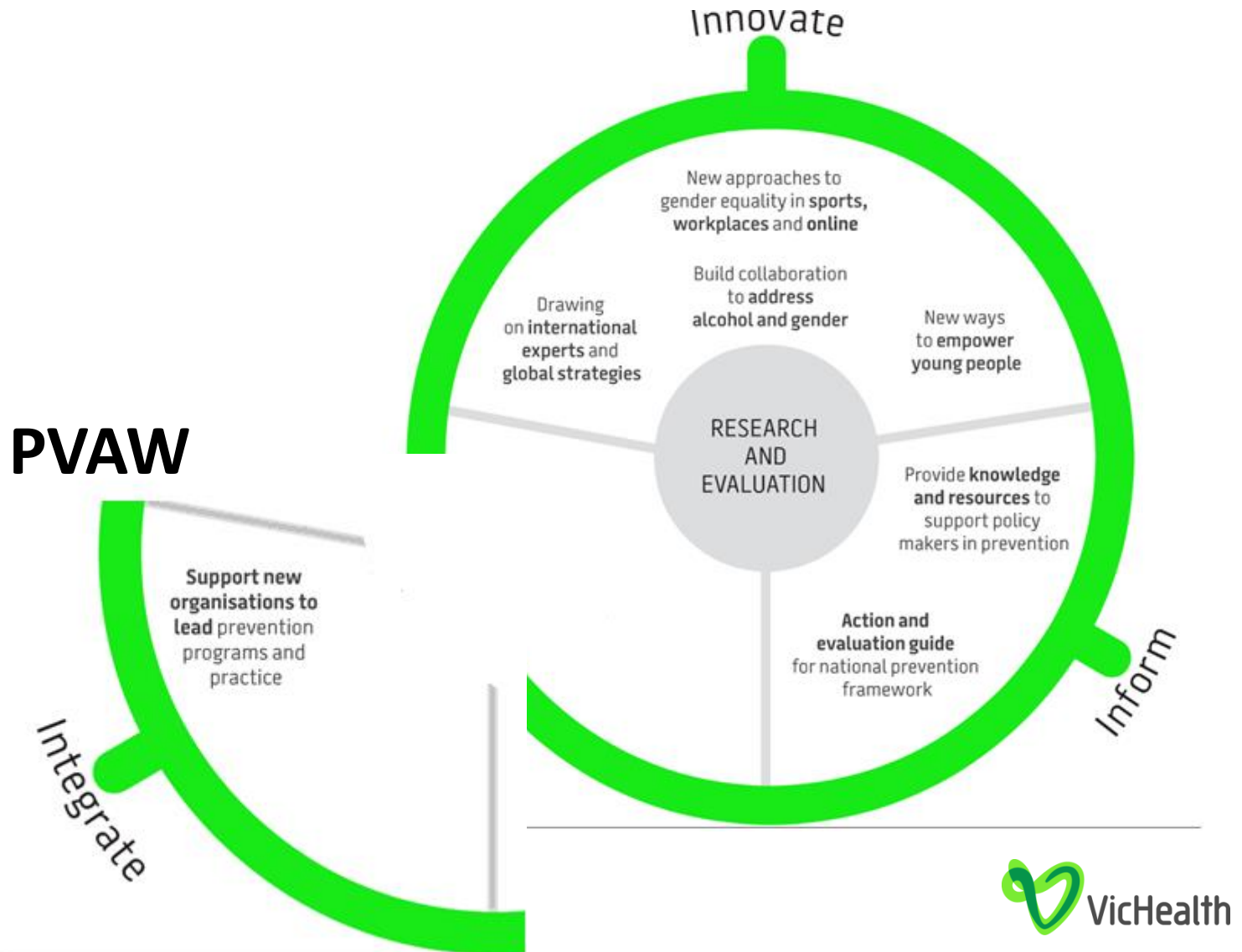
***‘Gender inequality is both a cause
and consequence of violence
against women’.***

World Health Organization 2005, WHO multi-country study on women’s health and domestic violence against women, World Health Organization, Geneva

Gender Equality as a determinant of health equity



VicHealth's new direction in gender equality



Leading Thinkers – Behavioural Insights

YOU'RE
BIASED
BUT DON'T
GET
DEFENSIVE

Leading Thinkers Initiative



VicHealth and partner resources

- **VicHealth - Generating Equality and Respect**
 - GEAR webinar, GEAR Evaluation Report, 6 tools and resources
- **VicHealth - Equal Footing Toolkit**
- **VicHealth - Moving to Action Resource**
- **VicHealth Research Overview 2016**
- **VicHealth – NCAS Report 2014**
- **Change the Story – VicHealth, Our Watch and ANROWS**
 - Change the Story implementation and evaluation handbook
- **VicHealth Stepping in – bystander action toolkit**
- **ANROWS Burden and Disease Report**
- **VicGov updates on RCFV - <http://www.vic.gov.au/familyviolenceresponse>**
- **<http://plan4womenssafety.dss.gov.au/the-national-plan/third-action-plan/>**
- **www.dpc.vic.gov.au and search 'gender equality'**

Any questions?

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