



# 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
2. Undertake site mapping
3. Determine the site

### 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.<sup>1</sup>

### ONLINE RESOURCES

To view the full suite of tools, visit [vichealth.vic.gov.au/GEAR-tools](http://vichealth.vic.gov.au/GEAR-tools)



<sup>1</sup> World Health Organization 2010, *Violence prevention: The evidence*, WHO, Geneva.



## Step 1: Short-list potential sites

Due to the number of potential site locations, it is useful to identify a short list of potential sites. The short list may be informed by local data, organisational priorities or suggested by key partners and stakeholders. Try to contain the short list to a maximum of four sites.

## Step 2: Undertake site mapping

Once a number of potential sites are identified, use the site-selection mapping tool (on page 3) to guide a review of each of the short-listed sites.

The tool focuses on settings, or environments, where people live, grow, work, study or play. It helps decision-makers to determine the readiness of various settings within the potential sites, with a focus on priority settings for action to create gender equity and prevent violence against women.

Priority settings<sup>2</sup> include:

- education and care settings for children and young people
- universities, TAFEs and other tertiary education institutions
- workplaces, corporations and employee organisations
- sports, recreation, social and leisure spaces
- the arts
- health, family and community services
- faith-based contexts
- media
- popular culture, advertising and entertainment
- public spaces, transport, infrastructure and facilities
- legal, justice and corrections contexts.

Apply the mapping tool to the short list of potential sites to guide conversation around the strengths, weaknesses, opportunities and threats in each location. Draw on local data sources to inform the mapping exercise as needed.

<sup>2</sup> The settings listed are supported by significant practice expertise and/or evidence that demonstrate their potential for impact, and present opportunities for significant influence over the social norms, organisational practices and institutional structures that can drive change. Source: Our Watch, Anrows & VicHealth 2015, *Change the story: A shared framework for the primary prevention of violence against women and their children in Australia*, [www.ourwatch.org.au/What-We-Do-\(1\)/National-Primary-Prevention-Framework](http://www.ourwatch.org.au/What-We-Do-(1)/National-Primary-Prevention-Framework).

## Site-selection mapping tool

Key considerations/measures	
<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">1</div> <div style="margin-right: 10px;">→</div> <div> <p><b>For each potential site, consider the priority settings for action to create gender equity and prevent violence against women</b></p> </div> </div>	
<b>Priority settings for action</b>	<ul style="list-style-type: none"> <li>• Presence of priority settings for action to create gender equity and prevent violence against women (quantity, type)</li> <li>• Potential reach of programs through priority settings</li> </ul>
<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">2</div> <div style="margin-right: 10px;">→</div> <div> <p><b>For the priority settings within sites, consider the following to determine the readiness and capacity of settings, and the level of need and potential for impact of each site:</b></p> </div> </div>	
<b>Demographics</b>	<ul style="list-style-type: none"> <li>• Current gender profile and level of gender-based disparities</li> <li>• Population demographics (e.g. gender, socioeconomic status, culture, ethnicity, age) including presence of high-risk or vulnerable groups</li> <li>• Physical location (metropolitan, regional, rural)</li> </ul>
<b>Leadership</b>	<ul style="list-style-type: none"> <li>• Gender profile of current leadership</li> <li>• Evidence of leadership commitment and support for gender equity</li> <li>• Previous leadership on issues relating to diversity, health and wellbeing, occupational health and safety, organisational change</li> <li>• Potential for active and sustained leadership and role models (brave, stable leaders)</li> <li>• Level of influence</li> </ul>
<b>Culture</b>	<ul style="list-style-type: none"> <li>• Evidence of supportive attitudes and behaviour around gender</li> <li>• Evidence of values around equity, access and human rights</li> <li>• Evidence of involvement in community and social responsibility projects</li> <li>• Appetite for change, including support and resistance to gender equity</li> <li>• Openness to reflection and change</li> <li>• Evidence of innovative practices</li> <li>• Demonstrated ethos of respectful relationships / commitment to health and wellbeing</li> <li>• Willingness to share data and act as a case study</li> </ul>
<b>Capacity building</b>	<ul style="list-style-type: none"> <li>• Commitment to building capacity</li> <li>• Evidence of previous/current capacity-building initiatives (consider access, uptake)</li> <li>• Potential to integrate new programs into existing infrastructure</li> <li>• Level of understanding of gender equity and the primary prevention of violence against women</li> </ul>
<b>Champions to guide action</b>	<ul style="list-style-type: none"> <li>• Current spokespeople and known public figures</li> <li>• Evidence of champions achieving success</li> <li>• Potential for local champions for gender equity</li> <li>• Level of support available to champions</li> </ul>
<b>Available resources</b>	<ul style="list-style-type: none"> <li>• Availability of human and financial resources</li> <li>• Infrastructure and support available (e.g. capacity to measure and assess progress, physical space)</li> <li>• Potential for in-kind contributions</li> <li>• Potential for program sustainability</li> </ul>

### Key considerations/measures (continued)

<b>Partnerships</b>	<ul style="list-style-type: none"> <li>• Commitment and capacity for partnership work</li> <li>• Evidence of past partnerships that delivered on shared outcomes</li> <li>• Strength and potential of existing partnerships</li> <li>• Potential to develop and sustain new partnerships, particularly across organisations and sectors</li> <li>• Partnership reach and influence</li> </ul>
<b>Current activity</b>	<ul style="list-style-type: none"> <li>• Current activity underway/planned on gender equity or issues relating to diversity, health and wellbeing, occupational health and safety, organisational change</li> <li>• Experience with complex programs with multiple and mutually reinforcing strategies</li> <li>• Previous gender equity work</li> <li>• Potential for competition with other initiatives or priorities</li> <li>• Potential to build on and add value to existing activity</li> </ul>
<b>Environment /context</b>	<ul style="list-style-type: none"> <li>• Stability and credibility</li> <li>• Potential reputational risks</li> <li>• Potential to build evidence base</li> <li>• Potential for transferable and generalisable learnings</li> <li>• Capacity for long-term and large-scale systemic change</li> </ul>

## Step 3: Determine the site

Use the data and insights from the mapping exercise to help determine the program site. It will be crucial to seek input and involvement from key partners and a diversity of stakeholders. Continue to draw on the data throughout program planning and implementation.



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