

'We have to frown on it as a group as a community – we have to say hitting someone is the worst thing you can do'

'Well done guys... great project, raising awareness and helping make a stand against violence against women.

#weekwithoutviolence'

Facebook feedback 2015





'More people are speaking out instead of taking a step back'

WMIH group member, 20 May 2016

'Attitudes are changing people are speaking out'

WMIH group member, 20 May 2016



Acknowledgements

The Dierriwarrh Health Services' Health Promotion team first implemented the Clothesline Project across Melton and Moorabool local government areas in 2015. The Clothesline Project has provided an opportunity for our team to engage within our workplace and the broader community in the prevention of violence against women. It also represented one of the very first projects resulting from the collaboration with the Women Making it Happen group, without whom none of this would be possible. We are very thankful for the many conversations we have had in our community to find ways we can work together to end violence against women. Our team has learnt so much about generosity, commitment and compassion from this project - we have been truly inspired.

We would like to thank everyone who painted a T-shirt and participated in the Clothesline Project. We thank you all for the messages you have created. promoting respectful relationships and gender equity. You have all given us a goal to work towards, an aspiration for a better community.

We would also like to thank everyone who facilitated a T-shirt painting workshop. Thank you for creating opportunities for women, men, children and young people to come together and learn about our shared role in ending violence against women and their children. You have helped to plant the seeds for shared community action to address this issue.

Thank you to everyone who has been involved for helping us to create a vision of a safer, more respectful and more equal community, one T-shirt

'In my day no one talked about it'









VIOLENCE

























Violence against women is a serious, prevalent and preventable epidemic that won't be stopped by one person, one organisation or one action alone; it needs a concerted long-term, sustained effort by individuals, communities and organisations.

In 2015 Djerriwarrh Health Services' (DjHS) Health Promotion team delivered a partnership project with Melton City Council to celebrate International Women's Day 'Women Making it Happen' (WMIH) campaign. The stories and achievements of 12 Melton women were celebrated throughout the campaign. This marked the first step for our team towards exploring how we could approach community-based action to prevent violence against women in our community. The campaign as an action helped to highlight and celebrate the important roles women play in our community and recognise their leadership in all aspects of community life.

DjHS' Health Promotion team invited the WMIH campaign participants to come together to discuss issues that were most important for women in the community, particularly the prevalence and seriousness of violence against women. The women have continued to come together with the Health Promotion team to identify projects to raise awareness of the issue of violence against women and their children in the community. It was through this collaboration that the Clothesline Project was born.



'We saw some tshirts at the Walk with HER event. It was beautiful seeing the colourful tshirts with inspiring messages blowing in the breeze at the park.'

Kate













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What is the Clothesline Project?

The Clothesline Project first began in 1990 as a way to address the issue of violence against women. Initially it was designed to provide an opportunity for women who had a lived experience to share their stories and create more awareness about the impacts of violence on women and their children.

Our Health Promotion team in collaboration with the WMIH group wanted to introduce the Clothesline Project as a way of creating opportunities to begin a conversation about violence against women and how to prevent it with different groups in our community. The local adaptation of the Clothesline Project had a focus on prevention.

We wanted to be able to engage everyone in the conversation, rather than just having a focus on victim/survivors.

We believe violence against women impacts on the community as a whole, and only as a whole community can we address this issue.

The Clothesline Project encouraged community members to create messages and images on T-shirts to support women and children who have experienced violence and to inspire a community that is free from violence. The T-shirts were then displayed publicly. Hanging out the washing was traditionally seen as women's work and in days gone by of tightknit communities, women would communicate over the back fence while hanging out the washing. It was often the only way some women could reach out to other women in their community. Similarly, community members were able to discuss their messages with one another while involved in the T-shirt painting activity.





The Clothesline Project in Melton and Moorabool

Djerriwarrh Health Service's Health Promotion team worked with WMIH, a group of Melton and Moorabool residents who wanted to raise awareness and prevent violence against women and their children. Together they hosted T-shirt painting workshops between September 2015 and March 2017. As a result over 300 T-shirts were painted by a diverse range of community members and across numerous settings including health facilities, schools, workplaces, shopping centres, neighbourhood houses, festivals/ events and with youth services.

Clothesline displays were set up across Melton and Moorabool leading up to relevant and significant events including the Week Without Violence (2015-16), White Ribbon Day (2015-16) and International Women's Day (2016-17). Not all T-shirts which have been painted as part of the Clothesline Project have been included in this book.















Change the story action areas

During 2015, Our Watch released a new National Framework outlining the shared understanding and collaborative action for preventing violence against women and their children. This evidence informed framework was used to guide the development and delivery of WMIH activities. As depicted below, the five action areas identified to prevent violence against women involve:

- > Challenging condoning of violence against women
- > Promoting women's independence and decision making
- > Challenging gender stereotypes and roles
- > Strengthening positive, equal and respectful relationships
- > Promoting and normalising gender equality in public and private life

From 2016 the Change the Story framework was used to support learning and understanding of the drivers of violence against women during the T-shirt painting workshops.

The framework helped to articulate the actions required to address the drivers of violence against women in an easy to understand way. This strengthened the quality and impact of the conversations generated throughout the Clothesline Project.



Our Watch Change the story framework

https://www.ourwatch.org.au/getmedia/c81eceab-c8a0-4f3a-a6fb-2202334b398b/Change-the-story-framework-prevent-violence-women-children-AA-new.pdf.aspx



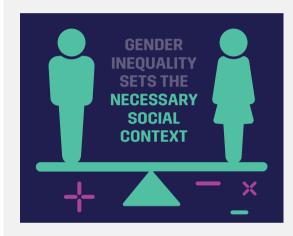






VIOLENCE AGAINST WOMEN IS SERIOUS, PREVALENT AND DRIVEN BY

GENDERINEQUALITY





GENDERED DRIVERS OF VIOLENCE AGAINST WOMEN:

CONDONING

OF VIOLENCE AGAINST WOMEN

MEN'S CONTROL

OF DECISION MAKING AND LIMITS TO WOMEN'S INDEPENDENCE

STEREOTYPED

CONSTRUCTIONS OF MASCULINITY AND FEMININITY

DISRESPECT

TOWARDS WOMEN AND MALE PEER RELATIONS THAT EMPHASISE AGGRESSION

VIOLENCE AGAINST
WOMEN IS PREVENTABLE
IF WE ALL WORK

TOGETHER

MUTUALLY REINFORCING ACTIONS ARE NEEDED THROUGH LEGISLATION, INSTITUTIONAL, POLICY AND PROGRAM RESPONSES:

BY GOVERNMENTS, ORGANISATIONS AND INDIVIDUALS

IN SETTINGS WHERE PEOPLE LIVE, WORK, LEARN AND SOCIALISE

TAILORED TO THE CONTEXT AND NEEDS OF DIFFERENT GROUPS

Our Watch Change the story framework

https://www.ourwatch.org.au/getmedia/c81eceab-c8a0-4f3a-a6fb-2202334b398b/Change-the-story-framework-prevent-violence-women-children-AA-new.pdf.aspx

ACTIONS THAT WILL PREVENT VIOLENCE AGAINST WOMEN:

CHALLENGE

CONDONING OF VIOLENCE AGAINST WOMEN

PROMOTE

WOMEN'S INDEPENDENCE AND DECISION-MAKING

CHALLENGE

GENDER STEREOTYPES AND ROLES

STRENGTHEN

POSITIVE, EQUAL AND RESPECTFUL RELATIONSHIPS



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Challenging Condoning of violence against women





'It was a positive activity that I could participate in with my kids to teach them that lots of people spreading positive messages can have a large impact on the wider community. It made me feel happy to contribute to this project. It made kids aware that violence in families is not so rare.'

Kate



'After attending a couple of painting workshops I witnessed community members from diverse cultural backgrounds coming along to raise social awareness.'

Sabiha Fatima



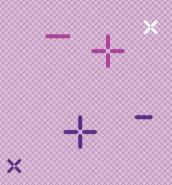






'It is important to spread awareness so victims feel educated and supported. Also so abusers know it's wrong and where to get help. Special times like birthdays and Christmas should be fun not scary.'



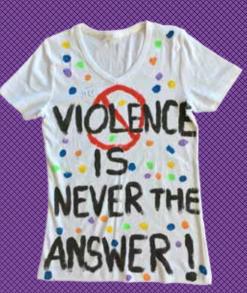
















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Promoting Moments Independence and decision making





I felt relaxed and enjoyed the experience because I was amongst friends I have made through the Health Promotion team and it was a totally open, non threatening and calm atmosphere. Which is important if you want to open up in regards to this topic.

I was trying to portray the idea that violence against women can make them feel caged and locked away emotionally. With the support and love of those within the wider community, a cage can be opened and a woman set free.

Layla and I saw some fellow Meltonians t-shirts on display at Melton Library a while after and we revisited the topic in our discussions that arvo.

I'm proud to have my tshirt showing the community that I support the clothesline project and want domestic violence and violence against women in particular to stop...

Thanks Lisha and the Health Promotion team.'

Kris Tetis







'I feel great and so proud to be part of this initiative... I have painted a couple of T-shirts, and involved in a numbers of workshops, my children took part and expressed their views on social issues.'

Sabiha Fatima



'The Clothesline Project was about ending violence. It felt awesome to be part of it. When I see my t-shirt on display I felt proud because we can see our work coming to fruition.'



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Challenging gender stereotypes and roles



'I feel confident to call people out on stereotypes.'

WMIH group member 20 May 201

'Becoming more aware of my language and how I perpetuate gender stereotypes.'

WMIH group member 20 May 2016

















Strengthening oositive, equal and respectful relationships



'If I see something — I'm actually going to raise it.'

WMIH group member 20 May 2016

'Positive change is that people come and talk to me about the issue now, people come to me for help and advice.'

WMIH group member 20 May 2016



























Promoting and normalising gender equality or public and or wate life





'Women's Weekly are talking about it. It's mainstream!'

WMIH group member 20 May 2016

'Had fun! A great project.'

Facebook feedback 2015

'Great job everyone! Matthew, you're t-shirt is the best!'

Facebook feedback 2018







The Clothesline Project was an opportunity to deliver an important and powerful message. I decided to paint a t-shirt to deliver a message. The message on my t-shirt was about celebrating who you are and express yourself from the heart. Seeing my t-shirt on display felt really good, feels like you are part of something and making a contribution.'

Pamela Course





Next steps and lessons learnt

We have learnt some important lessons about approaches to community based action to prevent violence against women. The Clothesline Project has been successful in facilitating conversations about violence against women and how to prevent it. Through this approach we have been able to engage a broad range of community members including men, women, children, young people and those from culturally and linguistically diverse backgrounds.

The Clothesline Project has been able to provide us with a snapshot of our community's views, attitudes and understanding around violence against women and how to prevent it. Through the T-shirt painting workshops we have learnt our community is supportive of challenging the condoning of violence against women and promoting respectful relationships. These ideas were very prominent in the designs and messages on the painted T-shirts. Promoting women's independence and decision making, challenging gender stereotypes and roles, and promoting and normalising gender equality in public and private life were drivers under represented on the T-shirts painted by community members. This potentially highlights limited understanding or capacity to address these drivers of violence against women in our local context. The gaps which have been identified through the Clothesline Project implementation provide the foundations for our future planning.

We also hope to explore working more strategically with schools and how we might be able to support Respectful Relationships Education with actions like the Clothesline Project. Moving forward a key focus for us will be to engage newly arrived and culturally and linguistically diverse communities to develop our understanding around their specific experiences of violence against women and its drivers. We also hope to partner with men and understand how they see their role in helping to end violence against women.

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We have learnt the power of working with women in our community to lead localised action to prevent violence against women. Working in partnership with local women to champion change has helped to broaden the reach of the Clothesline Project. From our partnership with the *Women Making it Happen* group we have identified innovative and community led actions to prevent violence against women.

Project partners and participants

- > Uniting Church Opportunity Centre
- > Djerriwarrh Community and Education Services
- > Melton South Community Centre
- > Melton City Council
- > Bunnings Warehouse Melton
- > Melton Scouts
- > CS Square
- > Moorabool Council
- > The Gap Youth Services
- > Djerriwarrh Health Services Aboriginal Women's, Men's and Parents' group

- > Melton Senior's Group
- > VLine
- > Kirrip
- > Melton Specialist School
- > Staughton College
- > Melton Chin Community
- > U3A
- > Zonta
- > Malyalee Utsav Association

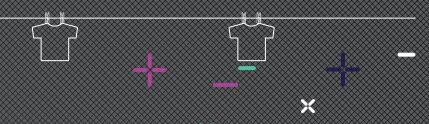


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'Taking part regardless of language and cultural barriers is a great example of social inclusion for me.'

Sabiha Fatima

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Definitions

Violence against women

The definition of violence against women is outlined in the United Nations Declaration on the Elimination of Violence against Women (Australia signed and ratified the Declaration in 1980 and 1983 consecutively)

"violence against women" means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or in private life.

Violence against women shall be understood to encompass, but not be limited to, the following:

Physical, sexual and psychological violence occurring in the family, including battering, sexual abuse of female children in the household, dowry-related violence, marital rape, female genital mutilation and other traditional practices harmful to women, non-spousal violence and violence related to exploitation;

Physical, sexual and psychological violence occurring within the general community, including rape, sexual abuse, sexual harassment and intimidation at work, in educational institutions and elsewhere, trafficking in women and forced prostitution;

Physical, sexual and psychological violence perpetrated or condoned by the State, wherever it occurs.

Family/Domestic Violence

The definition of Family Violence is outlined in the Family Violence Protection Act 2008.

Family violence is the repeated use of violence, threatening, coercive or controlling behaviour by an individual against a family member(s) or with someone with whom they have, or have had, an intimate relationship (also referred to as intimate partner violence). Violent behaviour includes not only physical assaults but an array of power and control tactics used together with one another including direct or indirect threats, sexual assault, emotional and psychological torment, control of money, property damage, social isolation and behaviour which causes a person to live in fear. In the overwhelming majority of cases family violence and intimate partner violence are perpetrated by males against their female partners (Domestic Violence Victoria 2006).

Domestic Violence Victoria, 2006, Code of Practice for Specialist Family Violence Services for Women and Children – Enhancing the safety of women and children in Victoria, Domestic Violence Victoria, Melbourne.

Domestic Violence Resource Centre (2015). Facts on family violence 2015 http://www.dvrcv.org.au/sites/default/files/DVRCV%20Living%20in%20fear%20Infographic%20POSTER_1.pdf (page 20 of the PDF)

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