

# **Evaluation Report: Community-based action to prevent violence against women**

Partnering with our community to prevent  
violence against women through gender equity  
2016 - 2017



**djerriwarrh health services**  
**health hospital community**  
bacchus marsh - melton - caroline springs

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## Djerriwarrh Health Services: Preventing Violence against women in our community

Djerriwarrh Health Services (DjHS) acknowledges that violence in the workplace and in the community in all forms is unacceptable and should not be tolerated. A key priority for the Health Promotion team is to challenge and change attitudes, beliefs and cultures that support violence. We believe that violence against women is best prevented by ensuring that respectful attitudes, behaviours and beliefs are shaped in the places where we live, work and play.

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. Since 2013 Djerriwarrh Health Services' Health Promotion Team has prioritised the prevention of violence against women one of its Integrated Health Promotion project areas.

**Goals:** To promote mental health and wellbeing by creating communities in the Western Region that support respectful and equal relationship and non-violent norms between men and women by 2017

**Target population:** Melton community

**Objective 2:** To create awareness of the issue of violence against women within the City of Melton and Moorabool Shire communities by June 2017.

### Background

In 2015 the DjHS' Health Promotion team delivered the 'Women Making it Happen' (WMIH) campaign, a partnership project with Melton City Council to celebrate International Women's Day. 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.

### *Community-based prevention*

A key strategy to help raise awareness around the prevention of violence against women and their children in the community has been to identify existing social marketing campaigns and events to promote locally. International Women's Day, Week Without Violence, The Clothesline Project, and White Ribbon Day were all identified as important campaigns and initiatives to reinforce the message that violence against women is prevalent and preventable, as well as highlighting the importance of promoting respectful relationships and gender equity. DjHS, Melton South Community Centre, Melton Train Station, and Melton City Council and Moorabool Shire facilities were identified as key community settings for implementation given their potential to reach a large number and broad range of community members. Community-based primary prevention projects were further enhanced by the *Community Stations* initiative. The *Community Stations* initiative was rolled out by TRACKSafe at four train stations including Melton, Sunshine, Dandenong and Ringwood. DjHS' Health Promotion team approached Public Transport Victoria, VLINE, TrackSAFE and Melton City Council in order to coordinate the initiative locally, as the train station had been identified as an important place by the community for place-making, beautification and creating community connections. The team was successful in being nominated as the coordinator for the Melton Community Stations initiative between October 2016 and March 2017 which enabled funding to support community-based health promotion utilising the Melton Train Station as a key setting.

The following will present the key evaluation findings for the above mentioned community-based prevention of violence against women events and activities which took place between 1 October 2016 and 31 March 2017.

### *Change the Story Action Areas*

In line with Our Watch's Change the Story Framework, which is the first National Plan for the Primary Prevention of Violence Against Women, our community-based strategies have been informed by the Change the Story Action Areas:

- 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.

### **Evaluation methodology**

An evaluation plan has been developed for the WMIH campaign and initiatives which have been supported by the WMIH group. This will be used to guide the evaluation of the community-based strategies which includes The Clothesline Project and events and activities coinciding with International Women's Day, Week Without Violence, and White Ribbon Day.

<b>Women Making it Happen campaign</b>		
<b>Objectives</b>	<b>Evaluation questions</b>	<b>Evaluation method</b>
To raise the profile of International Women's Day in Melton and Moorabool	How has WMIH campaign raised the profile of IWD in the city of Melton and Moorabool?	<b>Direct participation:</b> Number of women participating in the campaign Attendance at IWD events
To increase opportunities to share diverse examples of the roles women play in family, work and community life	How has the WMIH campaign promoted diverse examples of the roles women play in family, work and community life?	<b>Reach:</b> Number of displays Dissemination Social media engagement  <b>Outcomes:</b> Survey for participants
<b>Women Making it Happen group</b>		
<b>Objectives</b>	<b>Evaluation questions</b>	<b>Evaluation method</b>
To increase opportunities for women in Melton and Moorabool to network	How has WMIH group increased opportunities for women in Melton and Moorabool to network?	<b>Direct participation:</b> Number of networking opportunities Attendance at networking opportunities Community members engaged in the planning, delivery and evaluation of GE and PVAW projects/activities
To increase opportunities for women in the community to engage in actions to promote gender equity and the prevention violence against women	How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?	<b>Outcomes:</b> Number/type of GE and PVAW projects/activities delivered i.e. <i>Clothesline project, Walk With Her, Toilet Door campaign</i> Surveys, focus groups and interviews with participants of GE and PVAW projects/activities
To increase awareness around the issue of violence against women and how it can be prevented		

A number of evaluation methods were employed including, document reviews, photographs and videos, social media analysis, focus groups and interviews

## Evaluation results

### *The Clothesline Project*

The first project the WMIH group and DjHS collaborated on was the Clothesline Project. The idea behind the Clothesline Project is for 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.

The Clothesline Project addressed the below project objectives;

- To increase opportunities for women in Melton to network
- To increase opportunities for women in the community to engage in actions to promote gender equity and the prevention violence against women
- To increase awareness around the issue of violence against women and how it can be prevented

The following evaluation findings will attempt to answer the evaluation questions:

*How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

*How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

Nine venues hosted T-shirt painting as part of the Clothesline Project between September 2016 and March 2017. In total 131 people participated by painting a T-shirt.

Venue	Attendance
Bunnings Warehouse	11
Melton Health	3
Aboriginal Parents' Group	4
Melton Train Station	13
Melton South Community Centre (Seniors Group and VCAL students)	21
Bacchus Marsh Strawberries and Cherries Festival	14
Melton Specialist School	26
GAP Youth Services	11
Staughton College	13
Safer City Day CS Square	15
<b>Total</b>	<b>131</b>



### *Video documentary and photographs*

Photographs from the T-shirt painting workshops can be found on the below links.

[https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album\\_id=1348974245184716](https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album_id=1348974245184716)

[https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album\\_id=1175384415877034](https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album_id=1175384415877034)

Melton City Council commissioned a video series entitled 'Women Making it Happen' and this suite of videos features footage of the Clothesline Project. The videos can be viewed here

<https://www.youtube.com/watch?v=s0NRp5x-CZo&list=PLo2IY9IYXPh-ut5b5BvdfNVHOQkfPOEep&index=6>

#### *Social media*

There were a total of 11 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page, in total 1825 people were reached with these posts.

*Bernie done a great job so good with the public and a natural with the kids* ❤️👍❤️👍👍👍👍 **Facebook feedback**

*Nawwww my fave LMS peeps!!!* **Facebook feedback**

*Great job everyone! Matthew, you're t-shirt is the best! Xx* **Facebook feedback**

#### *Document review*

The Clothesline Project learnings have been documented through the Clothesline Project Photobook. Electronic copies of the book can be found here <http://www.djhs.org.au/allied-community-health/health-promotion/prevention-of-violence-against-women>

Some participants from the T-shirt painting workshops were contacted to provide email feedback, their responses are below.

***What does the clothesline project mean to you (what is it about)?*** Clothesline is a wonderful project for the community living in Melton. As i have involve with this project for last two years i feel a strong of connection with it. Last two years i have witnesses the great community achievement through its project. Especially through the t-shirt painting workshops how the whole community came together to express their views about violence against women and about respectful relationship. Its means a great example of social awareness to me. Here i would like to add a example how community members from diverse background took part of this project. A lots of time i have seen community members painted their T-shirt in their own language, outline their traditional and cultural values. Taking part of a social issues regardless of language and cultural barrier is a great example of social inclusion for me.

***Why did you decide to paint a t-shirt and/or organise a painting workshop?*** I have decided to paint T-shirt and also involved with numbers of T-shirt painting workshops to be a part of social awareness. Through the workshops i have the opportunity to talk to Melton community members and also get to how they feel about this issue. After attending couple of painting workshops i have witness community members from diverse cultural background came along to raise social awareness. Community members from all level like senior, teenagers, adults and family with young children everyone respectfully painted T-shirt to express their views.

***How did it feel to take part in this activity?*** Very proud and i feel ownership about this project. As a concern citizen, a student of social work and also mother of two young girls i feel highly proud to be part of this great initiatives. I had the opportunity to involve my girls with this project. They painted T-shirts about what and how they feel about respecting women....which was a great learning for them as young person.

**What message were you trying to share with your t-shirt and why was this message important to you?** I had the opportunity to paint couple of T-shirts though numbers of workshop. All of my painted T-shirt is a true expression of how i feel about the situation of women in our society. Having diverse cultural background for myself i always had a wrong idea that in first world country women might enjoy more freedom to take their own decision. However living in Australia for 12 years i have seen the similarity how women are still subject of oppression, does not really matter where around the word they live, what is their skin color, social status or academic background. Living in 21 century in a first world country women are still facing discrimination by the society.

**Have you attended any events where you have seen these t-shirts up on display? If so, where and for what events?** So far have seen numbers of places displaying the T-shirt which makes me feel so proud. Through my profession i have to visit numbers of community centers and library around Melton and Caroline Spring. Every time i have seen handing a T-shirt i tried to stop and have a look to all the painted T-shirts and also tried to talk to people about it.

**How does it feel to see your t-shirt on display in the community? Why?** I feel great and so proud. Feels great to be a part of a greater initiatives. Feels proud to own the project...i have painted couple of T-shirts, involves numbers of workshop, my children took a part and express their views to a social issues....what could be more better. Looking forward to be part of more activities like Clothesline project.

**Sabiha Fatima**

So the clothesline project for me was to raise awareness about violence against women in our community.

I came along with my daughter with the hope, not only to support the cause with LMS but to open up conversation and allow my daughter to listen, speak and ask questions in a relaxed outdoor environment, doing a fun craft activity. The physical product at the end was a good result, depicting some of the feelings I had about the topic.

I felt relaxed and enjoyed the experience because I was amongst friends I have made through LMS 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 Leisha and LMS

**Kris Tetis**

Noah, Matthew and I decided to paint a tshirt as there were a few tshirt painting sessions on that we could attend. 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.

We wanted to share the message that violence is just not physical. Also to spread love and happiness....not fighting and sadness.

*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.*

*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**

*The Clothesline Project was an opportunity to deliver an important and powerful message. I decided to paint a t-shirt to deliver a message. Like I was contributing to something of importance. 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**

*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.*

**Dot Perry**

### **Week Without Violence**

The Week Without Violence (WWV) began in the USA in 1995, and has since grown to be a worldwide campaign that occurs in the third week of October, each year. The campaign aims to raise community awareness of family violence, encourage healing through art and strengthen local connections and relationships focused on the prevention of violence against women.

Around the world, organisations plan a week-long series of community events promoting diverse approaches to raising awareness of family violence and working toward the elimination of violence against women.

Week Without Violence events addressed the below project objectives:

- To increase opportunities for women in Melton and Moorabool to network
- To increase opportunities for women in the community to engage in actions to promote gender equity and the prevention violence against women
- To increase awareness around the issue of violence against women and how it can be prevented

The following evaluation findings will attempt to answer the evaluation questions:

*How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

DjHS Health Promotion team, supported by members of the WMIH group hosted two Week Without Violence events in the community. The events were held at Melton Train Station and Melton South Community Centre. Both events had members of Victoria Police in attendance as well as counsellors from the DjHS Family Violence team.

A BBQ was supported by the DjHS team at each event. The Melton Lions Club was engaged to run the BBQ at Melton Train Station and VCAL students from Djerriwarrh Community and Education Services ran the BBQ at Melton South Community Centre. 100 sausages were consumed at each event.

Venue	Attendance
Melton Train Station	40+
Melton South Community Centre	100+
Total	140+

Two members of the WMIH group supported the Melton Train Station event and one member of the WMIH group supported the Melton South Community WWV event on the day.



### Video documentary and photographs

A videography company was engaged by DjHS' Health Promotion team to document the six month implementation of the Community Stations project. The WWV event at the Train Station is included in this short video documentary. This video will be available soon.



### Document review

Meeting minutes, planning documents and correspondence with stakeholders and project partners were reviewed as part of the evaluation. 2016 WWV events were planned with the WMIH group, meeting minutes from July, September and October document how the WMIH informed the planning for these events.

The Linking Melton South Pop-up Services Hub working group reflected on the WWV event at Melton South Community Centre. The below feedback was provided.

*What worked well? Week without Violence, the themed Pop-up Hub days. Linking Melton South Pop-up Services Hub planning meeting minutes, November 2016*

### Social media

Local and social media was analysed as part of this evaluation. The Melton-Moorabool Star Weekly featured the WWV events in 24 October 2016.



<https://issuu.com/starweekly/docs/msw-20161025>

There were 4 posts made to the <https://www.facebook.com/healthpromotionatdjh/> Facebook page about WWV events in total 1364 people were reached with these posts.

## White Ribbon Day

White Ribbon Australia is part of a global movement to end men's violence against women. The White Ribbon movement has been active in Australia for almost 15 years, since it was brought to Australia by UNIFEM, now UN Women, in 2003. It is Australia's only national male-led violence prevention campaign and is part of the largest global male-led movement to stop men's violence against women. The campaign was intended to raise awareness about the prevalence of male violence against women, with the ribbon symbolizing "the idea of men giving up their arms." The movement seeks to promote healthy relationships, gender equity, and a compassionate vision of masculinity.

White Ribbon Day events addressed the below project objectives;

- To increase opportunities for women in Melton and Moorabool to network
- To increase opportunities for women in the community to engage in actions to promote gender equity and the prevention violence against women
- To increase awareness around the issue of violence against women and how it can be prevented

The following evaluation findings will attempt to answer the evaluation questions:

*How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

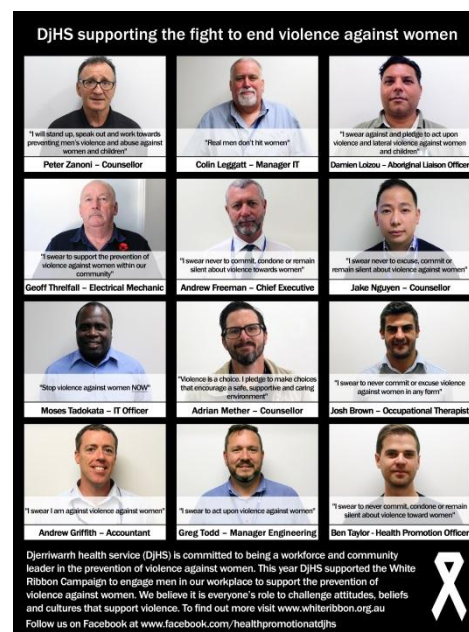
The Health Promotion Team worked with a group of 7 staff members from the Health and Wellbeing Working Group to run a White Ribbon Day event internally within the organisation. The key messages/goals from the event were:

- Awareness of the importance of gender equity
- Promotion of and establish a new PVAW working group
- Awareness of what is violence against women
- Promotion of internal policy and training

As White Ribbon is traditionally about engaging men in the conversation, as a way to provide leadership and cultural change, 12 men across the organisation were engaged to participate in a social marketing campaign.

## Participation

The event itself was quite successful, with a total of 79 staff across the organisation attending (42 from Bacchus Marsh, 23 from Melton Health, 7 from Caroline Springs and 7 from Melton Community Health). Executive team staff attended the day to chat to staff and help support the discussion about PVAW. This was a great opportunity for staff to link in with the Executive team and for the Executive team to show their support of Health Promotion initiatives.



64 staff signed on to be involved in some capacity in the PVAW group, and of those, 14 have since responded to the initial email that requested staff to nominate how they would like to be involved (attending group meetings, feedback support or promotional support).

To complement the internal White Ribbon Day DjHS Health Promotion team supported two community-based events.

1. Community Stations – White Ribbon Day event at Melton Train Station
2. Linking Melton South (LMS) – White Ribbon Day Pop Up Services Hub at Melton South Community Centre

The LMS Pop-Up Services Hub has been an initiative led by the Health Promotion team in partnership with Melton South Community Centre and over 15 service providers since term 4 of 2015 as a localised, community driven approach to service integration. The LMS Pop-up Hub works alongside the North Point Foodbank on Friday mornings from 9:30-11am. For White Ribbon Day specialised service providers with a focus on engaging men around prevention of violence against women were involved. Services included two ambassadors of White Ribbon Day and the DjHS Family Violence team. Over 100 people access the North Point Foodbank weekly, and it was a great opportunity to engage with them around the prevention of violence against women but also to facilitate access to services for those currently experiencing or perpetrating family violence.

On Wednesday the 23<sup>rd</sup> of November a community based White Ribbon Day BBQ event was organised with members of the Sons of the West program, the DjHS Family Violence team, as well as VicPol at Melton Train Station. The 'Melton Says No' coffee cup campaign was also launched across Melton, with over 16 cafes participating in the campaign. Katie's Kiosk, at Melton Train Station stocked 200 of the 'Melton Says no' coffee cups the week leading up to the event, and during the event there were over 50 free coffee vouchers handed out to commuters. In total around 40 white ribbons, 200 sausages and 300 cupcakes were given out during the event.

### *Participation*

Two members of the WMIH group supported the Melton Train Station event and one member of the WMIH group supported the Melton South Community Centre event on the day.

Venue	Attendance
Djerriwarrh Health Services	
Melton Train Station	60+
Melton South Community Centre	100+
Total	

### *Photographs*



### *Social media*

There were 2 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page about WWV events and in total 432 people were reached with these posts.

### *Document review*

Meeting minutes, planning documents and correspondence with stakeholders and project partners were reviewed as part of the evaluation. 2016 White Ribbon Day events were planned with the WMIH group, meeting minutes from July, September and October document how the WMIH informed the planning for these events.

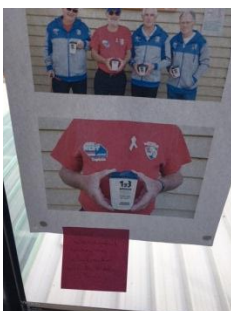
The Linking Melton South Train Station working group reflected on the White Ribbon Day event at Melton South Community Centre. The below feedback was provided.



"Reminders about key social issues are important. Positive reinforcement is vital."



"White Ribbon Day very successful."



"What a wonderful way to celebrate White Ribbon Day."

### ***International Women's Day***

International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.

International Women's Day (IWD) has been observed since in the early 1900's. It is a collective day of global celebration and a call for gender parity. No one government, NGO, charity, corporation, academic institution, women's network or media hub is solely responsible for International Women's



Day. Many organisations declare an annual IWD theme that supports their specific agenda or cause, and some of these are adopted more widely with relevance than others.

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 leading up to International Women's Day. 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.

Celebrating International Women's Day in the community through the 'Women Making it Happen' campaign addressed the below project objectives;

- To raise the profile of International Women's Day in Melton and Moorabool
- To increase opportunities to share diverse examples of the roles women play in family, work and community life
- To increase opportunities for women in Melton and Moorabool to network
- To increase opportunities for women in the community to engage in actions to promote gender equity and the prevention violence against women
- To increase awareness around the issue of violence against women and how it can be prevented

The following evaluation findings will attempt to answer the evaluation questions:

*How has WMIH campaign raised the profile of IWD in the city of Melton and Moorabool?*

*How has the WMIH campaign promoted diverse examples of the roles women play in family, work and community life?*

*How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

### **Women Making it Happen campaign 2017**

To mark International Women's Day in the community, Djerriwarrh Health Services' rolled out the WMIH campaign for the third consecutive year in March 2017. The campaign launched across the Melton and Moorabool LGA for 2017 through social media and poster displays.

#### *Participation*

In 2017, 12 women were profiled in the WMIH campaign. The women had the opportunity to meet during one of the photo-shoot sessions. They were later all invited to attend the Walk With Her event, IWD breakfast events and IWD launch dinner. All women attended the photoshoots, 2 members of the WMIH 2017 campaign attended the IWD breakfast events, 7 women attended the Launch dinner and 9 of the women from the 2017 campaign attended the walk.

#### *Video documentary and photographs*

Melton City Council have commissioned a video series entitled 'Women Making it Happen' and this suite of videos features footage of members of the WMIH campaign. These videos were launched with the Clothesline Project photo book launch on May 18. The videos can be viewed here <https://www.youtube.com/watch?v=s0NRp5x-CZo&list=PLo2IY9IYXPh-ut5b5BvdfNVHOQkfpOEep&index=6>

Physical displays of the WMIH campaign were organised by the Health Promotion team at all DjHS sites, Melton and Caroline Springs Libraries, Melton Train Station, Woodgrove Shopping Centre, CS

Square Shopping Centre and Melton South Community Centre. Other physical displays of the posters have also been organised by members of the WMIH group.

### *Social media*

There were 13 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page about WMIH campaign and in total 4326 people were reached with these posts.

*"YAY ALLYSON!!!!!"* **Facebook comment**

*"Plus Allyson is a great friend with an excellent sense of humor."* **Facebook comment**

*"Well done"* **Facebook comment**

*"Great to see that she lives and works locally. Love her stories."* **Facebook comment**

### **International Women's Day events**

DjHS Health Promotion team supported three IWD events in 2017. Three members of the WMIH group and 2 women from the Melton community were accompanied by the DjHS Health Promotion team to attend the IWD breakfast hosted by UNWOMEN on 8 March 2017. At the same time an IWD breakfast event was organised for Melton Train Station to promote the messages of the campaign to commuters and Melton residents. The area outside the station entrance was used to engage commuters in a free breakfast and performance by female artists from both the local and broader community. The WMIH campaign posters were also visible on the wall, showcasing women as leaders in the local community.

Commuters were given the opportunity to stop and sign on to the Preventing Violence Against Women (PVAW) mailing list to hear about upcoming events and information from the DjHS Health Promotion team, as well as being given a free breakfast cup of yoghurt and muesli while watching the performances. Performances from a Bollywood dance company and Cath Meeson, a local Melton South resident were organised for the morning commuters.

An IWD dinner was then planned to officially launch the WMIH campaign and to publicly acknowledge and celebrate the women who had been nominated in 2017. The IWD dinner was followed by a free screening of the film 'Embrace' which was hosted by Melton City Council, with members of the WMIH group invited to speak at and attend it.

### *Participation*

Venue	Attendance
UN Women Breakfast	7
Melton Train Station IWD Breakfast	30+
IWD WMIH Dinner	38
Total	75+

26 breakfast cups were handed out at the Melton Train Station event and one community member signed on to the PVAW mailing list. There were 3 additional people who stopped to chat and hear about the posters/knew someone in the posters.

### *Video documentary and photographs*

Melton City Council have commissioned a video series entitled 'Women Making it Happen' and this suite of videos features footage of members of the WMIH campaign. These videos were launched with the Clothesline Project photo book launch on May 18. The videos can be viewed here <https://www.youtube.com/watch?v=s0NRp5x-CZo&list=PLo2lY9lYXPh-ut5b5BvdfNVHOQkfpOEep&index=6>



### *Social Media*

There were 15 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page about the WMIH campaign including the 13 campaign posters and in total 4638 people were reached with these posts.

There were 2 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page about IWD events and in total 586 people were reached with these posts.

### **Facebook feedback and comments**

**"WMIH campaign" Facebook comment**

**"YAY ALLYSON!!!!!" Facebook comment**

**"Plus Allyson is a great friend with an excellent sense of humor. 📷" Facebook comment**

**"Well done" Facebook comment**

**"Great to see that she lives and works locally. Love her stories." Facebook comment**

**"IWD" Facebook comment**

**" happy women's day x" Facebook comment**

*Document review*

Meeting minutes, planning documents and correspondence with stakeholders and project partners were reviewed as part of the evaluation. 2017 IWD events were planned with the WMIH group, meeting minutes document how the WMIH informed the planning for these events.

*I was awake for 22 hours yesterday. We had a little (2am) Embrace debrief coffee after the movie! Just want to thank the three of you sooooo much for IWD. Was so fantastic being able to listen to the wonderful speakers at breakfast. Such a warm feeling in the room. I got to see my sister after. Then the dinner was delicious at a great venue and even better company. I love my friends I've made from the campaign and is so good to see how the group is growing. The movie ( Embrace screening) was excellent and so were all the speeches. Thanks for allowing me to run those mosaic workshops this year. Thanks for being amazing people who inspire me.*

#### **Email feedback**

The below is an excerpt from the April 2017 WMIH group minutes

#### **IWD**

It was good to make sure that it was celebrated locally. This year we had a table at the UN Women breakfast, free breakfast and music at the train station including a local performer and Bollywood Dancers, dinner at Deganis including the campaign launch and Embrace screening in partnership with the council.

#### **Feedback**

*"Deganis was fantastic. Really, really good."*

*"I didn't know anyone so needed a bit more structure to meet people."*

*"Still had people turn up even if it was cold, people always made the most of it."*

*"Embrace was really good."*

*"Deganis was great and you didn't have to walk far to the movies."*

*"Breakfast was good at the train station while something was going on but a young girl cut her foot as they danced without shoes."*

*"Cath Meeson was singing and she sang some really nice songs."*

*"The Bollywood Dancers looked beautiful."*

*"It was good having yoghurt and muesli but people didn't really want it even though it was easy to grab it and take it with them."*

*"At the (UN) breakfast it was really good and the speakers were great."*

*"(IWD dinner) I loved the delicious, delicious food and that you could help yourself."*

*"It was great to see so many pictures (of women) that filled up the space."*

*"It was a lovely atmosphere."*

*"Every event has been really good."*

*"I think it's a good focal day to have a discussion about 'Why is there an International Women's Day?'"*

*"What I liked about our International Women's Day events was that men came and everyone participated."*



## *Walk With Her*

In November 2016 the WMIH group and DjHS began to plan a walk to encourage people to walk together for a safer, more respectful and more equal community.

On the 5<sup>th</sup> of March 2017 the Walk With Her (WWH) event took place at Hannah Watts Park in Melton. The event was led by members of the 2015, 2016 and 2017 WMIH group. In all, over 220 community members walked together to help end violence against women. In addition clothesline displays were set up around the walking track, with over 200 T-shirts on display.

### *Participation*

Venue	Attendance
Planning and preparation	64
Banner making	18
Walk With Her event	220
Total	302

### *Video documentary and photographs*

Melton City Council have commissioned a video series entitled 'Women Making it Happen' and this suite of videos features footage of members of the WMIH campaign. These videos were launched with the Clothesline Project photo book launch on May 18. The videos can be viewed here

<https://www.youtube.com/watch?v=s0NRp5x-CZo&list=PLo2IY9IYXPh-ut5b5BvdfNVHOQkfpOEep&index=6>

Event photos

[https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album\\_id=1337968286285312](https://www.facebook.com/pg/healthpromotionatdjhs/photos/?tab=album&album_id=1337968286285312)





*Social Media*

There were 7 posts made to the <https://www.facebook.com/healthpromotionatdjhs/> Facebook page about the WWH in total 1999 people were reached with these posts.

“it was a great day, thanks for organising it!” Facebook comment

“Yes it was a great day thank you to all who work so hard for awareness xx” Facebook comment

Local media

<http://www.starweekly.com.au/lifestyle/good-sign-melton/>

<http://www.starweekly.com.au/news/all-walks-heed-respect-walk-with-her/>

#### *Document review*

Meeting minutes, planning documents and correspondence with stakeholders and project partners were reviewed as part of the evaluation. 2017 WWH was planned with the WMIH group, meeting minutes document how the WMIH informed the planning for these events.

The below is an excerpt from the April 2017 WMIH group minutes

Walk with Her 2017 – March 5

(PROMOTE women’s independence and decision making/ STRENGTHEN positive, equal and respectful relationships)

Over 220 people registered for and completed the walk, it was a great day and considered a success.

Feedback

WHAT WORKED WELL?

“I loved the t-shirts around the walk”

“It was a very well organised registration process”

“Having bags ready was a great help”

“It was good that quite a lot came and registered on the day from Clean Up Australia Day”

“People could walk 1km, 2km, 3km or more. Maybe we should promote it more that way.”

*"The person from Fernwood was fun."  
"Magic thing was about sharing the day."  
"Unfortunately I couldn't really hear the speeches."  
"It was good having the radio there."  
"30 people came from Fernwood."  
"It was great having the numbers we did already pre-registered."  
"The band was great."  
"The market was a bonus."  
"The event was really good."  
"Vests were good for identifying people and people were happy to wear them."  
"People enjoyed wearing the bags."*

#### *HOW COULD WE IMPROVE IT?*

*Three different types of walks could be advertised and people could nominate the number of laps that they would like to complete  
We were missing some of the service personnel that we had last year – SES and Police  
We had great attendance but it would be good to set a target to double the numbers again  
We could use the banner again in the Djerriwarrh Parade  
We could join onto another group with music  
Have t-shirt painting at the festival  
Hand out A5 flyers  
Have music afterwards for atmosphere  
Link it to a family picnic day for after the walk  
Need to be careful on a rainy day with the t-shirt displays (paint is water based and washable)  
Perhaps we could spray the banner and t-shirts with waterproofing  
Need more explanation of why "Walk With Her"  
Make a clear statement against violence  
The tagline is important and we should make sure that it is more prominent – Equality in our community and connect it to a number for support  
Keep it connected to an event – Clean Up Australia  
Want to continue to hold it at Hannah Watts Park, keep the momentum and because everything we need is already there  
Keep linked in with a group like Rotary, Lions for the BBQ  
Have a stand at the Dream Big Festival – to register interest for updates, t-shirt painting*

## Summary

DjHS Health Promotion team has worked in partnership with the community to identify key actions to prevent violence against women, primarily in the City of Melton. More recently key activities have also been delivered in Moorabool including the WMIH campaign, Toilet door campaign, the Clothesline Project and White Ribbon Day. These actions have created opportunities for awareness raising, conversations and joint planning around how to prevent violence against women as a community.

### *How has WMIH campaign raised the profile of IWD in the City of Melton and Moorabool?*

The WMIH campaign has helped to raise the profile of IWD in the City of Melton and in 2017 the shire of Moorabool. Through social media, community events and poster displays at key community facilities across the two local government areas key messages of the IWD campaigns have been promoted broadly across the DjHS catchment areas. WMIH campaign participants have also gained greater awareness of IWD through the number of events and activities they are involved in from being nominated to the launch of the campaign. WMIH group members who continue to attend meetings and networking events gain further insight into the messages of IWD and have a key role in promoting this within their networks.

### *How has the WMIH campaign promoted diverse examples of the roles women play in family, work and community life?*

The WMIH campaign has run consistently over the past three years, and during that time a broad range of women have been profiled through the campaign. The women in the campaign provide examples of the different types of leadership roles women play in the community. Through working with local women to identify future nominees, the WMIH campaign has been able to identify a broad range of women from all walks of life.

### *How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

Since the first WMIH campaign in 2015 a number of community driven initiatives to promote gender equity and prevent of violence against women have been facilitated by DjHS' Health Promotion team. WMIH members have been actively involved in the planning, implementation and evaluation of these actions. Between September 2016 to March 2017 close to 900 community members participated in events, projects and initiatives to help end violence against women through promoting gender equity.

### *How have community members from Melton and Moorabool engaged with actions to promote gender equity and prevention of violence against women?*

Community members from Melton and Moorabool have had the opportunity to be actively involved in identifying and planning community based action to promote gender equity to help end violence against women. More broadly, community members have also had the opportunity to attend or to be exposed to messages promoting gender equity and respectful relationships through Clothesline displays, the Toilet Door campaign and the WMIH campaigns.



The left image shows a group of people walking away from the camera on a paved path in a park. In the foreground, a person wears an orange vest with the text 'WALK WITH HER' on the back. Another person carries a bright orange drawstring bag with the 'L.A. MUSEUM OF ART' logo. The right image is a close-up of a hand where each finger and the palm are painted a different color of the rainbow (red, orange, yellow, green, blue, purple).

**KNOW A WOMAN MAKING IT HAPPEN IN THE CITY OF MELTON?**  
 SHOW US A STORY & RECEIVE ONE HUNDRED DOLLARS TO SAY THANKS

**Melton women making it happen**

Celebrating women and promoting gender equity

**Action**

- Organisational Change**
  - Promoting gender equity in workplaces
  - Ensuring women are represented in decision-making
  - Championing women's leadership
- Community**
  - Working with community members to promote gender equity and respectful relationships
- Regional**
  - Working in partnership to address gender equity issues in regional Victoria

**TIP Sheets**  
 Working with schools about violence against women

**Resources**

**Gender Equality Health Promotion**  
 Gender Equality Health Promotion is a Victorian Government initiative to promote gender equality and respectful relationships across the state.

**Gender Equality Health Promotion**  
 Gender Equality Health Promotion is a Victorian Government initiative to promote gender equality and respectful relationships across the state.

**KNOW A WOMAN  
MAKING IT HAPPEN  
IN THE CITY OF MELTON?**

**SHARE HER STORY & STORY AT  
FACEBOOK.COM/REALCONNECTION  
OR BY EMAIL: REALCONNECTION@CITYOFMELTON.VIC.GOV.AU**

**Walking together**  
Community & community events to celebrate the culture of the community

**Social media**  
Inspiring and positive dialogue about women and girls on social media

**Community event**  
Outcomes

**Values and norms**  
Environments that value and support women that are respectful, non-sexist and equitable

**Build connections**  
Building connections between people for support

**REAL CONNECTION**  
The City of Melton's initiative to support women and girls in the community

# KNOW A WOMAN MAKING IT HAPPEN IN YOUR COMMUNITY?

SHARE HER PHOTO & STORY AT FACEBOOK.COM/SHAREDOPINIONWAZARUS  
OR BY EMAIL: [info@sharedopinionwazarus.com](mailto:info@sharedopinionwazarus.com)

**Take action**

**Equality**

A community that takes action to address violence and gender inequality

## Preventing violence against women

Djerriwarth Health Service (DjHS) has committed to the prevention of violence against women within the 2013-2017 Integrated Health Promotion Strategic Plan, Promoting Mental Health and Wellbeing - Preventing Violence Against Women priority is a shared priority area across HealthWest and Central Highlands PCP member agencies, including DJHS.

To create a society where women are equally valued and respected.

**LET'S STOP VIOLENCE AGAINST WOMEN**

Learn more about our services at [www.djerriwarthhealth.com.au](http://www.djerriwarthhealth.com.au)

For more information call Facebook.com/SharedOpinionWazarus

Prevent violence against women

**djerriwarth health services**

**let's stop violence against women**

The  
Endless Summer  
Changing the story

 **Endless Summer**  
Healthy. Happy. Inactive.

Marion City Council and Daughters Health Services present

# Say No to Violence Events



Join us for a series of **FREE** events to mark **White Ribbon Day**, promoting prevention of violence against women

Make your pledge to Say No to Violence Against Women in this City of Marion. There will be free coffee and other goodies on each of our activities on the days of Marion.

**EVENT ONE:** Thursday 24 November  
10.00am – 11.00am of the Court & Mainville  
Court of Formation and Academic Judge, Marion

**EVENT TWO:** Thursday 24 November  
12.00pm – 1.00pm of Caroline Springs Library, 193  
Caroline Springs Boulevard, Caroline Springs

**EVENT THREE:** Saturday 26 November  
12.00pm – 1.00pm of Caroline Springs Library, 193  
Caroline Springs Boulevard, Caroline Springs

**ENQUIRES:** Sarah Edwards on 9477 7200



**Daughters Health Services**  
Healthy beautiful community  
supporting women's wellbeing

**MARION CITY COUNCIL**

**australian government**  
DEPARTMENT OF HEALTH

**New group**

**International Women's Lunch**  
Join us for a delicious lunch  
making it happen lunch

Melton Library and Learning Hub  
31 McKerron Street, Melton  
Friday March 26  
12.30pm to 1.30pm  
RSVP: loughan@melton.vic.au

**You are invited**

**Melton Women Making it Happen Christmas Lunch**  
Friday December 18, 12pm to 2pm  
212 West Wymie Mole, Cranbourne Springs  
RSVP by 11 December: helen@womenmakingithappening.au

**djerriwarrak health services**  
**health hospital community**  
 SOUTHERN PARTS MELBOURNE WESTERN MELBOURNE

**T-Shirt Painting Workshops**

Tuesday, 29 September 3:00 am to 5:00 pm  
 Thursday, 1 October 10:00 am to 2:00 pm  
 The Corner of McKinnon (The corner of McKinnon Street and Palmerston Street, West Melbourne)

**Let's make volunteering a thing of the past.**

Wednesday, 30 September 10:00 am to 12:00 pm  
 1000 Victoria St, Melbourne  
 If you would like to get involved contact  
 Health Promotion on 5261 5200 or email: info@dhhs.vic.gov.au or  
 Bldg@dhhs.vic.gov.au

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# LET'S STOP VIOLENCE AGAINST WOMEN

## DID YOU KNOW...

- 1 in 3 Australian women have experienced physical violence
- More than one woman is murdered by her intimate partner every week in Australia
- Most violence against women is committed by a man who is known to the woman
- Violence against women includes physical violence, sexual violence, spiritual, emotional & psychological abuse
- It is NEVER okay to control violence against women. It is a crime.
- To prevent violence against women, we need to create a society where men and women are treated equally and respect are responded.



**Women:**  
 For assistance and support, call Family  
 Violence Response Centre on  
 1800 715 156 or 1800 355 355

**Men:**  
 For assistance and support, call Men's Referral  
 Service on  
 1800 955 177 or 9428 2899



[illegible]

Department: Health Services      Division: Mental Health & Substance Treatment	
<b>EXECUTIVE GOVERNANCE</b>	
<b>PROCEDURE MANUAL</b>	
<b>FAMILY VIOLENCE</b>	
<b>Form ID:</b>	<b>PM603015-1</b>
<b>Effective Date:</b>	To educate Community Health Services' staff on supporting staff that are experiencing family violence
<b>PURPOSE</b>	This procedure states all of the processes and requirements to be followed by all staff who manage/oversee/advise. Human Resources Department and Community Health Services Department will support family violence issues support team staff.
<b>SCOPE</b>	This procedure applies to all employees, volunteers and Board members of Community Health Services.
<b>POLICY</b>	Community Health Services is providing a workplace in which, sexual violence against staff is not tolerated or condoned. The principles of the policy are: <ul style="list-style-type: none"> <li>• Respect, supportive and safe workplace environment.</li> <li>• These principles include providing a workplace that:               <ul style="list-style-type: none"> <li>• Meets the needs of employees and the community.</li> <li>• Does not harm or excuse violence against women.</li> <li>• Is consistent with the prevention of violence against women by staff and the respect to employees and the gender roles.</li> <li>• Places the assessment among employees or violence against women and the impacts it has on women and on the workplace and community.</li> <li>• Responds to the needs of employees experiencing family violence</li> </ul> </li> </ul>

The grid contains 12 portraits of individuals, each with a name and a title. The individuals are: Row 1: David L. Kirby (Chairman, NEA), Robert R. Livingston (President, NEA), and Robert R. Livingston (President, NEA); Row 2: Robert R. Livingston (President, NEA), Robert R. Livingston (President, NEA), and Robert R. Livingston (President, NEA); Row 3: Robert R. Livingston (President, NEA), Robert R. Livingston (President, NEA), and Robert R. Livingston (President, NEA); Row 4: Robert R. Livingston (President, NEA), Robert R. Livingston (President, NEA), and Robert R. Livingston (President, NEA).

 **djergharh health services**  
**healthcare hospitalized community**  
hutches march - winter - online springs

Attend a  
T-shirt painting  
workshop to help  
create and share  
positive  
messages that  
will eliminate all  
forms of violence,  
particularly  
against women  
and children.

**T-Shirt Painting Workshop**  
Thursday, 22 September  
Come anytime between 3:00pm and  
4:00pm, refreshments to provide  
Staff room at Mellon Community Health

**Importantly, we will bring together a mix of volunteers from  
MCHCA and 1200+ to be volunteer together to take action  
against all forms of violence.  
Let's make violence a thing of the past.**



If you would like to get involved contact  
Heather Pennington on 0151 3302 or email [Liamah@mhca.org.uk](mailto:Liamah@mhca.org.uk) or  
[bmhca.org.uk](http://bmhca.org.uk)

This year join the fight for and against against violence

**WHITE RIBBON DAY** 

White Ribbon Day is a day of action for men and women to stand together against violence against women. It is a day to raise awareness of the issue and to encourage men and women to work together to prevent violence against women. White Ribbon Day is celebrated on November 25th each year.

**You are invited to the DJHS White Ribbon Day afternoon tea**  
**Wednesday November 25**

**Drop in anytime between 2pm to 4pm**  
**Conference room 1, Melton Health**

**For more information email:**  
[Health@meltonhospitals.nhs.uk](mailto:Health@meltonhospitals.nhs.uk) or phone 03631 9360

**Or find out more about White Ribbon at:** <http://www.whiteribbon.org.uk>

**WE CAN PUT A STOP TO VIOLENCE AGAINST WOMEN. DON'T BE AFRAID TO STAND UP.**

 **Spirehealth health services**  
**health hospital community**  
HEALTH CARE • EDUCATION • RESEARCH

The image is a presentation slide. At the top, it has a title 'Prevention of Violence against Women Policy and Family Violence Procedure' in a bold, black, sans-serif font. Below the title is a large, light blue rectangular area. In the center of this area is a purple square with rounded corners. Inside the purple square, the text 'LET'S STOP VIOLENCE AGAINST WOMEN' is written in white, uppercase, sans-serif font. To the left of the text is a pink circle with a white outline, and to the right is a rainbow-colored transgender symbol. Below the purple square is a white rectangular area. In the center of this area is the logo for 'djerriwarrh health services' and 'health hospital community'. The logo consists of a circular emblem on the left with a green and blue design, followed by the text 'djerriwarrh health services' in a bold, black, sans-serif font, and 'health hospital community' in a bold, blue, sans-serif font. Below this text is the tagline 'sacubee mara - moolah - carillon springs' in a smaller, black, sans-serif font. At the bottom of the slide, the text 'DJHS Gender Equity Working Group Meeting' is written in a bold, black, sans-serif font.

**Even though most funding goes into crisis responses, the best value for money is prevention.”** Women Making it Happen group member, June 2017

**“To see with continual nurturing and not letting the good work die, a new perspective and attitude towards violence against women grows stronger and healthier each time. Eventually we can get cuttings from our plants and grow more beautiful flowers and people.”**

Women Making it Happen group member. May 2016

## PREVENTING VIOLENCE AGAINST WOMEN