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CITY LEVEL ACTION AND THE PRIMARY
PREVENTION OF SEXUAL VIOLENCE

Document prepared for Auckland Council | Alexandra Palmer & Alex Woodley

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EXECUTIVE SUMMARY

This report describes action that could be taken at a city level to support the primary prevention of family and sexual violence. Drawing on the Ecological Model and the Spectrum of Prevention, we present examples of promising primary prevention initiatives that act at a range of levels, from individuals and relationships to institutions, communities, and society. These examples are summarised in the Appendices, with Appendix 1 describing key strategies and examples taking place at each level of the Ecological Model, Appendix 2 outlining New Zealand sexual abuse primary prevention programmes, and Appendix 3 summarising the aims and evaluations of a range of international family and sexual violence prevention campaigns.

What works or looks promising

Recent reports from DeGue and colleagues (2014) the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) note that there are significant limitations in the evidence base on violence prevention initiatives, with many initiatives – including most of those in our survey – not yet being rigorously evaluated. In spite of these limitations, the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) concludes that there is fair evidence to recommend:

- Relationship-level interventions, such parenting programmes and microfinance interventions aimed at increasing gender equity;
- Community mobilisation interventions to change social norms; and
- Interventions that primarily target boys and men (alongside women and girls) through group education and community mobilisation (summarised in Table 1).

Other research suggests that successful primary prevention initiatives tend to involve, among other things:

- Consideration of factors that influence violence at a range of levels, from the individual to society;
- A sound theoretical basis and incorporation of evaluation;
- Appropriate timing, teaching, and dose;
- Community participation and support; and
- Resonance and relevance with target audiences (see, for example, Russell, 2008; Powell, 2011; DeGue et al., 2014; Walden, 2014).

As for what doesn't work, Walden (2014), DeGue and colleagues (2014), and the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) suggest that interventions may be least effective if they:

- Focus on individuals without considering wider relationship, community, and societal factors such as social norms;
- Focus narrowly on changing individuals' attitudes without addressing behaviour;
- Use single-component media campaigns without also involving locally-targeted outreach efforts;
- Present messages that audience members find off-putting or irrelevant; and
- Are too short-term to make a meaningful difference to people's lives.

Individual-level action

Prevention strategies at this level aim to strengthen individuals' skills and knowledge. Individual-level interventions may have greater effect when they use gender transformative approaches rather than simply targeting attitude and behaviour change (WWPV, 2014). For this reason, programmes that deal with gender roles and equity – rather than focussing more narrowly on bystander awareness - may have the greatest impact at an individual level. Furthermore, DeGue and colleagues (2014) note that bystander awareness campaigns that aim to change individuals' *behaviour* – rather than just their *attitudes* – also show some promise.

Two examples of promising campaigns that focus on strengthening young men's skills and attitudes around both violence and, more broadly, gender equity and social norms, are *Men Can Stop Rape* and *Coaching Boys Into Men*. Both campaigns use discussion groups (with other young men from the community in the former case, and with sports teammates in the latter) to strengthen individuals' skills and knowledge around gender-based violence and promote positive, non-violent models of male strength and healthy relationships. Individual-level action may also use online tools such as blogs and online discussion forums to provide information and support for victims of family violence, such as the *Violence UnSilenced* blog, which publishes two survivors' stories of abuse each week and invites anonymous comments to provide a safe and supportive online space for survivors and supporters of family violence.

Relationship-level action

A report from the Global Programme to Prevent Violence against Women and Girls (WWPV, 2014) indicates that there is fair evidence to support relationship-level

interventions, such as parenting programmes and economic interventions that aim to transform gender relationships. An example of such a campaign is *Baby Makes Three* run in the City of Whitehorse, Victoria, which involved a three-week discussion-based programme for first-time parents aimed at helping them develop and maintain equal and respectful relationships based on gender equality.

Institution-level action

The cultures of organisations and institutions also have an impact on patterns of family violence and prevention efforts. Prevention strategies at this level involve strengthening organisations' internal cultures and norms around gender, relationships, and violence, and might involve training, mentoring, discussion groups, and the creation of policies and guidelines.

Examples of such initiatives include the *Maribyrong Respect and Equity* project, which involved developing a team within the Maribyrong City Council, Victoria, with skills and knowledge in gender equality and family violence, normalising workplace discussions about gender equity, placing primary prevention of violence against women and gender equity into mainstream Council operations, and collaborating with other organisations and councils on equity-promoting activities. Other examples of institution-level action include:

- The *Accord to End Violence Against Women* adopted by the Knox City Council, Victoria;
- *Working Together Against Violence*, run in Linfox workplaces across Victoria;
- The Australian Football League's *Respect and Responsibility* programme; and
- *CEO Challenge*, which encourages Brisbane businesses to financially support and raise awareness of intimate partner violence within their organisations and the wider community.

Community-level action

Features of wider communities – such as cultural norms around gender and attitudes towards violence - can also affect the likelihood of experiencing violence. There is fair evidence to support the effectiveness of group education, community outreach, and community mobilisation interventions aimed at changing social norms and preventing violence (WWPV, 2014). Promising initiatives appear to draw on community resources and local knowledge in order to ensure that programmes are appropriate and effective for their target audiences (Walden, 2014).

Action at this level might involve fostering networks and coalitions. For example, Partners in Prevention is a network for professionals in Victoria working with young

people in the primary prevention of violence, which hosts meetings and annual forums, issues regular e-bulletins and maintains a website, and provides support for individual members of the network.

Action at this level might also work by informing key community figures with the idea that they will model positive norms and transmit skills and knowledge to others. For example:

- *HEART* aims to promote healthy relationships in Tamaki by, among other things, holding training sessions for community leaders;
- The *Northern Interfaith Respectful Relationships Project* used a peer mentoring programme for faith leaders to increase the capacity of faith leaders, organisations, and communities in Darebin, Victoria, to prevent violence against women;
- The *Safety Net Project* works with communities, agencies, and technology companies in the US to address how technology impacts victims; and
- The New Zealand *It's Not OK* campaign involves, among other things, media advocacy and training and partnerships with community, sports, business, and government organisations.

Community and workplace action and education campaigns aim to create cultures of non-violence and gender equity within social institutions like churches, workplaces, schools, and sports clubs. Well-implemented campaigns draw on community resources and local knowledge, and might involve training, mentoring, discussion groups, peer education, and the creation of policies and guidelines. Some promising examples of such campaigns are:

- Projects supported by VicHealth across the state of Victoria, including the Maribyrong City Council's *Respect and Equity Project* (Maribyrong City Council, 2012), the *Northern Interfaith Respectful Relationships Project* supported by the Darebin City Council, *Baby Makes Three*, and *Working Together Against Violence* in Linfox workplaces;
- Bystander awareness campaigns on US college campuses, including *Bringing in the Bystander*, *Mentors in Violence Prevention*, *Step UP!*, and *Men Can Stop Rape*; and
- The Australian Football League's *Respect and Responsibility* programme aimed at promoting gender equity in AFL clubs, and *CEO Challenge*, which encourages Brisbane businesses to financially support and raise awareness of intimate partner violence.

Society-level action

Action against family and sexual violence at a societal level can involve promoting education (e.g., through traditional and social media and social marketing campaigns), influencing policy and legislation, and place management.

Media and social marketing

Research suggests that while media campaigns and social marketing can play important roles in the primary prevention of violence, they should be supported by other intervention activities (see Davies et al., 2003; Gadomski et al., 2001; Wray, 2006; Powell, 2011; WWPV, 2014). Furthermore, evaluations of bystander awareness campaigns show conflicting results, and media campaigns show much greater success when they also involve locally-targeted outreach efforts and training workshops (WWPV, 2014). Media campaigns may:

- Broadly focus on raising public awareness and changing social norms about gender equity and family and sexual violence (e.g., the *White Ribbon Campaign*, *UniTE*, *Prevent Child Abuse America*, *National Child Abuse Prevention Month*);
- Have a specific focus, such as bystander awareness on college campuses (e.g., *Red Flag*, *Know Your Power*), raising awareness about male victims of domestic violence (*One in Three*), making men allies against sexual violence (*Men Can Stop Rape*), or preventing dating violence among teens (*Break the Cycle*, *The Line*);
- Act as umbrella campaigns for local anti-violence initiatives (e.g., *It's Not OK*, *White Ribbon*, *Men Can Stop Rape*, *Break the Cycle*, *National Child Abuse Prevention Month*, *NO MORE!*, *UNiTE*), which allows campaigns to adapt to local contexts and tap into existing community resources;
- Make innovative use of a range of media, including posters, guides, online resources, films, apps, and blogs (e.g., *MTV's [Dis]connected*, *The Line Campaign*, *Break the Cycle's* "Love is Not Abuse" app);
- Use distinctive symbols and phrases to provide an identifiable "brand" for the campaign (e.g., *NO MORE's* blue vanishing point); and
- Identify particular days, weeks, or months for awareness-raising activities (e.g., *Break the Cycle's* Teen Dating Violence Awareness and Prevention Month, *NO MORE's* Violence Awareness Week, and *UNiTE's* Orange Day to raise awareness of violence against women).

Social media

The rapid uptake and use of social media and new technologies, especially by young people, poses both risks and opportunities in terms of the primary prevention of

sexual violence. Risks include new channels for online sexual assault and harassment and new means for perpetrators of intimate partner violence to keep track of victims (Carmody, 2006; Baumann, 2010; Fairbairn et al., 2013). Social media can also be used positively for the primary prevention of violence, and can be especially effective for engaging in dialogue and gathering feedback, reaching specific audiences, and sending out brief alerts that prompt stakeholders to take immediate action (DHHS, 2014). Although few social media campaigns have been formally evaluated, programmes which emerge from the ground up show greater promise (Fairbairn et al., 2013). Promising social media campaigns may include:

- Use apps to provide easy access to information, resources, and communication about violence prevention (e.g., *Break the Cycle's* "Love is Not Abuse" iPhone app, *HarrassMap*);
- Invite supporters to pledge or commit to a shared goal by posting a badge or image to their own social media profile (e.g., *Draw the Line, Make Your Move, NO MORE!*, *UNiTE's* "Get Cross" campaign, *OCADSV's* "Healthy Power" campaign, and *Violence UnSilenced*);
- Make use of a range of other technologies in addition to social media (e.g., MTV's *[Dis]Connected*, *The Line Campaign*, and the Australian Government's *The Line*); and
- Provide a space for safe, anonymous online discussions (e.g., *Violence UnSilenced*).

Legislative reform and place management

Finally, organisations and local government bodies can:

- Enact or advocate for legislative and policy reform (e.g., *The Knox Accord to End Violence Against Women*, *NCADV*, *OCADSV*, *Break the Cycle*, *One in Three*);
- Help identify areas where sexual harassment and assault is more likely to occur using social media and online reports (e.g., *HarrassMap*);
- Focus community and media campaigns on high-risk locations, such as licensed premises (e.g., *Make Your Move*); and
- Make public spaces safer through smart urban design (e.g., by improving lighting, making neighbourhoods more walkable, and increasing natural surveillance of streets).

PURPOSE

This report describes action that could be taken at a city level to support the primary prevention of family and sexual violence. Drawing on the Ecological Model (Bronfenbrenner, 1979) and the Spectrum of Prevention (Cohen & Swift, 1999), we present examples of promising primary prevention initiatives that act at a range of levels, from individuals and relationships to institutions, communities, and society. These examples are summarised in the appendices, with Appendix 1 describing key strategies and examples taking place at each level of the Ecological Model, Appendix 2 outlining New Zealand sexual abuse primary prevention programmes, and Appendix 3 summarising the aims and evaluations of a range of international family and sexual violence prevention campaigns.

Limitations

Many of the examples that we draw on have not yet been subject to rigorous assessment. It is therefore necessary, in evaluating the value of these campaigns, to look more broadly at what is known to work within the violence prevention and what may be promising. Recent reviews of strategies for preventing sexual violence perpetration by DeGue and colleagues (2014) and the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) indicate that few sexual violence prevention programmes have been subject to rigorous evaluation, with the vast majority considering only attitudes rather than behavioural changes, and most considering only individual-level impacts rather than effects at relationship, community, and societal levels. Certain kinds of interventions are particularly understudied, such as those aimed at transforming masculinities and changing social norms, those aimed at especially vulnerable groups, and social media campaigns (see Fairbairn et al., 2013). This is perhaps not surprising given that violence prevention practitioners must carefully balance how much time and resources they spend on 'doing' versus 'evaluating' (VicHealth, 2013).

Although under-researched, the literature, however, does give us some guidance on these under-researched areas. For example Russell (2008) found that disability targeted programmes need to include assertiveness training to overcome learned compliance, as a priority goal, and that programmes should include include caregiver training, focusing on recognition and response training.

Note that this report does not focus on Māori initiatives or what works for Māori. The Ministry of Women's Affairs has undertaken ground-breaking research that looks specifically at primary prevention of violence from a Māori perspective, and this

report is due to be completed at the end of June 2014 (this month). The report will be shared upon release.

Note also that although the report includes findings from a stocktake of primary prevention sexual violence initiatives (Dickson, 2013), there is not an equivalent stocktake of primary prevention family violence programmes in New Zealand. Some working in the primary prevention sector have asked for a similar stocktake to be undertaken as it could help inform local, regional, and national work.

Lastly, there are many primary prevention strategies that look promising that are not included in the report, largely as they are not framed as primary prevention. There is some suggestion, for example, that parent groups and initiatives supporting community connectedness and strengthening neighbourhoods may play an important role in preventing violence, even when they are not specifically focussed on the primary prevention of violence.

WHAT WORKS OR LOOKS PROMISING

EFFECTIVE	<ul style="list-style-type: none"> • Microfinance and gender transformative approaches • Relationship-level interventions • Group education with community outreach (men/boys) • Community mobilization – changing social norms 	<ul style="list-style-type: none"> • Collectivisation and one-to-one interventions with vulnerable groups • Alcohol reduction programmes (limited evidence from LMICs) 	
PROMISING (or impact on risk factors)	<p>PROMISING (Impact on risk factors only)</p> <ul style="list-style-type: none"> • Parenting programmes 	<ul style="list-style-type: none"> • Whole-school interventions • School curriculum based interventions 	<ul style="list-style-type: none"> • Transforming masculinities
CONFLICTING	<ul style="list-style-type: none"> • Bystander interventions 	<ul style="list-style-type: none"> • Proactive arrest policies (without a protection order) • Second responder programmes • Specialised courts • Alternative and restorative justice mechanisms 	<ul style="list-style-type: none"> • Women's police stations/units
INEFFECTIVE		<ul style="list-style-type: none"> • Single component communications campaigns 	
	FAIR EVIDENCE	INSUFFICIENT EVIDENCE	NO EVIDENCE
STRENGTH OF EVIDENCE			

Table 1: Summary of evidence for different types of interventions to prevent violence against women and girls (from WWPV, 2014).

Recent reports from DeGue and colleagues (2014) the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) note that there are significant limitations in the evidence base on violence prevention initiatives. For example, there has been relatively little assessment of some intervention types – such as those aimed at transforming masculinities and changing social norms, those aimed at especially vulnerable groups, and social media campaigns (see Fairbairn et al., 2013) – and there is limited evidence on the scalability of interventions. Furthermore, few evaluations consider impacts of interventions on *behaviour* such as violence perpetration and instead more narrowly measure *attitudes*, and few examine the effect of interventions beyond an individual level (such as changes in relationships and community mobilisation). Finally, comparisons of programmes are challenging due to a wide variation in indicators and data collection methods and a general lack of rigour in evaluation methodologies.

In spite of these limitations, the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) report concludes that there is fair evidence to recommend:

- Relationship-level interventions, such as parenting programmes and microfinance interventions aimed at increasing gender equity;
- Community mobilisation interventions to change social norms; and
- Interventions that primarily target boys and men (alongside women and girls) through group education and community mobilisation (summarised in Table 1).

Other research suggests that successful primary prevention initiatives tend to involve, among other things:

- Consideration of factors that influence violence at a range of levels, from the individual to society;
- A sound theoretical basis and incorporation of evaluation;
- Appropriate timing, teaching, and dose;
- Community participation and support; and
- Resonance and relevance with target audiences (see, for example, Russell, 2008; Powell, 2011; DeGue et al., 2014; Walden, 2014).

Other factors may also be important, depending on the kind of initiative. Regarding education campaigns, Russell (2008) emphasises that successful initiatives need to be equipped to deal with disclosure. Furthermore, a report from the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) suggests that initiatives that work with both men and women might be more effective than single-sex interventions, though Russell (2008) notes that programmes might benefit from holding both single-sex and mixed educational sessions. The Global Programme to Prevent Violence against Women and Girls report also indicates that gender transformative approaches are more effective than interventions simply targeting attitude and behaviour change.

Although bystander awareness programmes show conflicting evidence of success (WWPV, 2014, see Table 1), at least some programmes show promise (DeGue et al., 2014). Powell (2011) suggests that bystander awareness campaigns are most promising if they involve contextualised programming – for example, campus-based bystander awareness campaigns usually focus on typical cases of sexual harassment and violence that occur in schools and colleges.

For media and social marketing campaigns, an evaluation of the New Zealand Taskforce for Action of Violence Within Families' *Are You OK?* Campaign (Woodley & Metzger, 2010) suggests that positive campaigns that feature distinctive taglines or

symbols and can act as umbrellas for local initiatives show promise. The Global Programme to Prevent Violence against Women and Girls report also suggests that media campaigns are more effective when combined with locally-targeted outreach efforts and training workshops (WWPV, 2014).

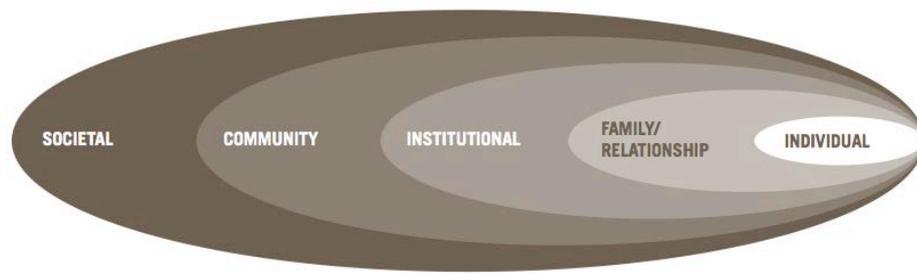
Less is known about what factors make for successful social media campaigns, though Fairbairn and colleagues (2013) suggest that campaigns that emerge from the ground-up are most promising (e.g., anti-violence social media campaigns aimed at youth are more likely to succeed if they are youth-driven).

As for what doesn't work, Walden (2014) and DeGue and colleagues (2014) note that primary prevention initiatives may be less successful if they focus on increasing individual awareness without a clear logic for how the campaigns will enable behavioural change, focus on individuals without considering changes needed at community and societal levels, and neglect to focus on the complex skill development, resources, and environmental factors necessary to bring about desired changes. Similarly, a report from the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) indicates that communications campaigns that only involve a single component show little evidence of success, and that media campaigns show greater promise when they also involve locally-targeted outreach efforts (WWPV, 2014). In summary, these authors suggest that interventions may be least effective if they:

- Focus on individuals without considering wider relationship, community, and societal factors such as social norms;
- Focus narrowly on changing individuals' attitudes without addressing behaviour;
- Use single-component media campaigns without also involving locally-targeted outreach efforts;
- Present messages that audience members find off-putting or irrelevant; and
- Are too short-term to make a meaningful difference to people's lives.

The examples of promising initiatives in this document have been organised around two frameworks: the Ecological Model, and the Spectrum of Prevention.

The Ecological Model was originally developed by Bronfenbrenner (1979) as a way of understanding human development. The Model classifies influences on individuals at five levels: individual, relationship, institutional, community, and societal. The Ecological Model has been used in the violence prevention sector as a way of classifying risk factors for both violence in general (Krug et al., 2002) and sexual violence (Dickson, 2013).



Source: World Report on Violence and Health, Krug et al 2002.

FIGURE 1: THE ECOLOGICAL MODEL, FROM KRUG ET AL. (2002).

The second framework that we draw on is the Spectrum of Prevention, which was developed by Larry Cohen of the Prevention Institute as a way of looking at potential responses to public health problems (including family violence) at a range of levels, from the individual to society (Cohen & Swift, 1999). The Spectrum is comprised of six interrelated action levels:

- Strengthening individual knowledge and skills;
- Promoting community education;
- Educating providers;
- Fostering coalitions and networks;
- Changing organisational practices; and
- Influencing policy and legislation.

The Spectrum has been used to categorise kinds of action that might be taken towards violence prevention, for example by NSVRC (2010) in relation to sexual violence on college campuses.

Below we have described some key strategies used in family violence prevention that act at each of the five levels of the Ecological Model, and have provided examples of campaigns that use these strategies. We have indicated how these strategies link to the six levels of the Spectrum of Prevention.

STRATEGIES FOR PREVENTING SEXUAL AND FAMILY VIOLENCE AT A CITY LEVEL

Bearing in mind what is broadly known to work in family and sexual violence primary prevention initiatives, we offer a range of examples of the kinds of actions that a city might take.

Individual

Prevention strategies at this level are often designed to promote attitudes, beliefs, and behaviours that work towards preventing violence, and thus come under the 1st action level on the Spectrum of Prevention: strengthening individual skills and knowledge.

A recent report from the Global Programme to Prevent Violence against Women and Girls (WWPV, 2014) indicates that individual-level interventions show greater effect when they use gender transformative approaches rather than simply targeting attitude change. For this reason, programmes that deal with gender roles and equity – rather than focussing more narrowly on bystander awareness – may have the greatest impact at an individual level. Furthermore, DeGue and colleagues (2014) note that bystander awareness campaigns that aim to change individuals' *behaviour* – rather than just their *attitudes* – also show some promise.

Two examples of promising campaigns that focus on strengthening young men's skills and attitudes around both violence and, more broadly, gender equity and social norms, are *Men Can Stop Rape* and *Coaching Boys Into Men*. *Men Can Stop Rape* runs multi-session peer-facilitated "Men of Strength" club workshops with young men, aimed at strengthening individuals' skills and knowledge around gender-based violence and promoting positive, non-violent models of male strength and healthy relationships. Although this campaign shows promise, evaluation to date has been small-scale (Hawkins, 2005, cited in Powell, 2011). *Coaching Boys Into Men* similarly uses a workshop- and discussion-based approach, using high school sports coaches to engage male athletes in discussions about dating violence. A one-year follow-up study found that the programme showed positive effects on a general measure of dating violence perpetration (Miller et al., 2012b; cited in DeGue et al., 2014).

In addition to using face-to-face tools such as discussion groups and training sessions, individual-level action may also use online tools such as blogs and online discussion forums to provide information and support for victims of family violence. For example, *Violence UnSilenced* – a blog which publishes two survivors' stories of

abuse each week – invites anonymous comments in order to provide a safe and supportive online space for survivors and supporters of family violence. Given that web-based and social media campaigns are relatively new evaluations are generally lacking (Powell, 2011), the effectiveness of such campaigns for strengthening individuals' knowledge and skills is not yet known.

Relationship

Close friends and familial relationships have an important impact on the likelihood that an individual will experience violence. For example, family or peer group norms about the acceptability of violence also affect individuals' risk.

A report from the Global Programme to Prevent Violence against Women and Girls (WWPV, 2014) indicates that there is fair evidence to support relationship-level interventions, such as parenting programmes and economic interventions that aim to transform gender relationships.

An example of such a campaign is *Baby Makes Three*, a VicHealth-sponsored programme based in Whitehorse, Victoria, run by the Whitehorse Community Health Service in collaboration with local government. The programme involved a three-week discussion-based programme for first-time parents aimed at helping them develop and maintain equal and respectful relationships based on gender equality. An overwhelming majority of participants found the programme enjoyable, relevant, and helpful. Couples indicated that they valued the opportunity to talk with others who were going through the same experiences, and following the programme were more likely to "strongly agree" that gender equality is an important component of a healthy relationship. Some couples put into place changes in their day-to-day lives to ensure greater gender equality (VicHealth, 2012).

Institution

The cultures of organisations and institutions – including workplaces, schools, sports clubs, and faith-based organisations – also have an impact on patterns of family violence and prevention efforts. Positive institutional cultures that focus on the safety of victims and the accountability of perpetrators are vital for successful violence prevention.

Prevention strategies at this level involve strengthening organisations' internal cultures and norms around gender, relationships, and violence. Actions at this level therefore come under the 5th level on the Spectrum of Prevention: changing organisational practices.

Organisation-based initiatives might involve training, mentoring, discussion groups, and the creation of policies and guidelines. One strategy that such campaigns may use is peer education and support, which is thought to work on the basis that peer group norms have a significant impact on individuals' behaviour (Casey & Lindhorst, 2009; Flood et al., 2009; VicHealth, 2007, all in Powell, 2011).

A number of institution-based initiatives have been implemented across the state of Victoria as part of VicHealth's *Respect, Responsibility and Equality* programme, which aims to prevent and raise awareness of violence against women (see Appendix 3 for a list of some key initiatives that were part of this programme). An example is the *Maribyrong Respect and Equity* project (Maribyrong City Council, 2012). Among other things, the project involved developing a team within the Maribyrong City Council with skills and knowledge in gender equality and family violence, taking steps to normalise workplace discussions about gender equity, taking steps to place primary prevention of violence against women and gender equity into mainstream Council operations, and collaborating with other organisations and councils on equity-promoting activities. The Council has released a helpful guide intended for other local government bodies outlining effective strategies for implementing these changes (Maribyrong City Council, 2012). Such in-house changes may also include the creation of policies and guidelines around responses to and the prevention of violence. For example, in 2007 the Knox City Council in Melbourne adopted an *Accord to End Violence Against Women*, which signified the City's commitment to opposing all forms of violence through supporting existing approaches and developing further local strategies aimed at responding to and curbing violence.

Another example is *Working Together Against Violence*, another VicHealth-supported programme, which aimed to change the cultural norms within Linfox workplaces by promoting gender equality through distributing posters, brochures, and other materials within workplaces, involving company executives in supporting gender equality, and developing policy statements to prevent domestic violence.

Other innovative workplace- and community-based campaigns to take note of include the Australian Football League's *Respect and Responsibility* programme – which involves developing policies, rules, and procedures for AFL workplaces and clubs for dealing with sexual harassment and targeted education programmes for AFL members – and *CEO Challenge*, which encourages Brisbane businesses to financially support and raise awareness of intimate partner violence within their organisations and the wider community. Additional examples of strategies for workplace action are discussed in Murray and Powell (2008) and the Victorian Community Council Against Violence (2004) report, *Family Violence is a Workplace Issue* (both cited in Powell, 2011).

Community

Features of wider communities – such as cultural norms around gender and attitudes towards violence – can also affect the likelihood of experiencing violence. Action against family and sexual violence at a community level can fall under the 2nd, 3rd, and 4th levels of the Spectrum of Prevention: they may promote community education, foster networks and coalitions, and educate providers. The Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) has found that there is fair evidence to support the effectiveness of group education, community outreach, and community mobilisation interventions aimed at changing social norms and preventing violence. Promising initiatives appear to draw on community resources and local knowledge in order to ensure that programmes are appropriate and effective for their target audiences (Walden, 2014).

An example of a promising community action campaign that works by fostering networks and coalitions is Partners in Prevention, a VicHealth-sponsored programme run by the Domestic Violence Resource Centre Victoria. Partners in Prevention is a network for professionals working with young people in the primary prevention of violence, which hosts meetings and annual forums, issues regular e-bulletins and maintains a website, and provides support for individual members of the network. The Maribyrnong *Respect and Equity* project similarly aimed to foster connections between community groups working towards gender equity and violence prevention and Council by, for example, seeking champions and political leaders within the community.

Other community action campaigns work by informing key community figures, with the idea that they will model positive norms and transmit skills and knowledge to others. Promising examples of initiatives that use this approach include:

- *HEART* (Healthy Relationships in Tamaki), which aims to promote healthy relationships in Tamaki by, among other things, holding training sessions for community leaders such as counsellors, community workers, police, the Auckland District Health Board, and the Child Youth and Family team;
- *Northern Interfaith Respectful Relationships Project* - a VicHealth-sponsored initiative of the Darebin City Council and Darebin faith organisations - aimed to increase the capacity of faith leaders, organisations, and communities to prevent violence against women through a peer mentoring programme for faith leaders;
- *Safety Net Project* - an initiative of the US National Network to End Domestic Violence - works with communities, agencies, and technology companies to

address how technology impacts victims, and educates victim advocates and the general public about e-safety; and

- *It's Not OK* - an initiative of the New Zealand Taskforce for Action of Violence Within Families - involves, among other things, media advocacy and training (e.g., ongoing workshops with journalists and journalism schools on family violence, and media training for spokespeople from key organisations), and partnerships with community, sports clubs, businesses, and government organisations.

Community education interventions also often employ social media and social marketing approaches, which are discussed below.

Society

Societal factors such as social norms have a significant impact on the prevalence of family violence. Successful violence prevention efforts that directly address these societal factors show promise. Action against family and sexual violence at a societal-level can fall under the 2nd and 3rd levels of the Spectrum of Prevention – promoting community education, and influencing policy and legislation – and may involve social marketing and media campaigns, social media, and place management.

Social marketing and media campaigns

Most social marketing and media campaigns use a number of different media, including social media tools that allow for a high degree of interaction with the public. In this section we focus on the use of “traditional”, less interactive forms of media, such as posters, film and television, and websites, and focus on social media in the next section (see DHHS, 2014, for a discussion of the differences between social and traditional media and how each might be used effectively in anti-violence campaigns).

Powell (2011) distinguishes between two types of anti-violence media campaigns: awareness-raising and public information campaigns, which seek to deliver information in a straightforward manner to the general population; and social marketing campaigns, which aim to “sell” social norms, attitudes, and behaviours to the population in order to achieve social change. Research suggests that social marketing may have an impact on attitudes and behaviour in relation to family violence (Davies et al., 2003; Gadowski et al., 2001; Wray, 2006), and media campaigns can be effective in increasing awareness, affecting attitudes, and empowering people to act against family violence (Colmar Brunton Research, 1997). However, Powell (2011, p.23) suggests that media campaigns need to be supported by other activities and interventions at different levels, and notes that some

evaluations of bystander awareness programmes have suggested that while media and social marketing campaigns can help create climates for violence prevention, they do not on their own appear to have a population-level effect on behaviour. Similarly, a report from the Global Programme to Prevent Violence against Women and Girls (WWPV, 2014) indicates that the evaluations of bystander awareness campaigns show conflicting results, and media campaigns show much greater success when they also involve locally-targeted outreach efforts and training workshops (see Table 1). In short, research indicates that while media campaigns and social marketing may play an important role in the primary prevention of violence, they should be supported by other intervention activities.

Donovan and Vlasis (2005) provide a summary of the most common themes that social marketing and media campaigns aim to address. Among other things, the authors note that such campaigns tend to focus on “breaking the silence”, changing social norms, deterring violence, promoting women's rights and empowerment, exposing the impact of violence on victims, promoting bystander activity, and providing information on the occurrence and prevention of violence. We identified similar themes in the media campaigns outlined in Appendix 3. For example, a number of anti-violence media campaigns aim to broadly raise public awareness and change social norms about gender equity and family and sexual violence (e.g., the *White Ribbon Campaign*, *UniTE*, *Prevent Child Abuse America*, *National Child Abuse Prevention Month*, etc.). Other campaigns specifically focus on sexual harassment and violence bystander awareness on college campuses (e.g., *Red Flag* and *Know Your Power*). Others target more specific issues - for example, *One in Three* aims to raise awareness about male victims of domestic violence, *Men Can Stop Rape* aims to make men allies against sexual violence, and *Break the Cycle* and *The Line* focus on dating violence among teens.

Some campaigns involve both broad and more specific approaches. For example, the New Zealand Taskforce for Action of Violence Within Families' *It's Not OK* campaign ran two sets of advertisements, one which targeted the general public and one which focussed on perpetrators of family violence. While the first set of advertisements centred around short messages voiced by both male and female local celebrities and members of the public about what is “not OK” (e.g., “It's not OK to teach your kids that violence is the way to get what you want”), the second featured men telling their personal stories about how they had come to realise that using violence against partners and family members is not acceptable.

One other positive feature of *It's Not OK* is that it acted as an umbrella campaign for local anti-violence initiatives. This came about in two main ways: firstly, the campaign provided funding for community anti-violence programmes and media

training for community spokespeople; and secondly, the campaign provided a clear, unifying message and freely available artwork and resources that were adopted by a variety of community organisations. A number of other campaigns in our survey similarly acted as umbrellas for local initiatives (e.g., *White Ribbon*, *Men Can Stop Rape*, *Break the Cycle*, *National Child Abuse Prevention Month*, *NO MORE!*, *UNiTE*). This strategy shows particular promise because it provides communities with a sense of ownership of campaigns and the ability to adapt messages to suit local contexts. It also allows campaigns to tap into resources and organisations already operating within local communities, and enables campaigns to be simultaneously broad (targeting the general population) and specific (relevant to specific local contexts).

Among other tools, media and social marketing campaigns employ posters, guides, online resources, films, apps, and blogs in order to spread their messages. Some particularly innovative media campaigns include MTV's screening of an original fictional film addressing online sexual harassment, *The Line Campaign's* use of teen guest bloggers to provide commentary on sexual violence, and *Break the Cycle's* creation of an iPhone app for parents and teens to quickly find information about dating violence. Other strategies include using symbols to provide an identifiable "brand" for a cause (e.g., *NO MORE's* blue vanishing point), and designating specific days or weeks to violence awareness (e.g., *Break the Cycle* runs a *Teen Dating Violence Awareness and Prevention Month*, *NO MORE!* runs a *Violence Awareness Week*, and *UNiTE* promotes an international *Orange Day* to raise awareness of violence against women).

Once again, activities in the state of Victoria provide models for how such media and social marketing campaigns might be used by local governments for violence prevention. One goal of the Maribyrnong City Council's *Respect and Equity* project was to raise the profile of primary prevention both within the Council and in the Maribyrnong community. In its guide for local government (2012), the Council recommends that this be achieved by, for example, publicly participating in anti-violence awareness days and weeks (e.g., *White Ribbon Day*, *International Women's Day*, *Orange Day*), working with media organisations and others to establish effective anti-violence campaigns, using technology and music to engage young people in discussions of gender equality and respectful relationships, and making use of Council websites and newsletters to promote violence prevention activities.

Social media

The rapid uptake and use of social media and new technologies, especially by young people, poses both risks and opportunities in terms of the primary prevention of sexual violence. Risks include increased opportunities for young people to access

sexually explicit material that provides distorted views of human relationships (Carmody, 2006), and new forms of harassment, including "sexting", virtual sexual assault, and cyberstalking (see Fairbairn et al., 2013). Baumann (2010) similarly points out that social media can pose further risks for victims of domestic violence, whose partners may be better able to keep track of their activities and whereabouts through social media. Some organisations run campaigns aimed at helping people avoid online harassment, or helping victims of violence practice e-safety. For example, Baumann's Health is Social organisation advises healthcare providers about the benefits and risks of social media, and the US National Network to End Domestic Violence runs a Safety Net campaign, which focusses on how technology impacts the safety, privacy, accessibility, and civil rights of domestic abuse victims.

However, social media can also be used positively for the primary prevention of violence. Social media prevention campaigns have a number of advantages over other strategies: they are easily accessible, have a wide reach and youth appeal, can interactively involve members of the public in campaigns, and offer a degree of confidentiality for discussion of sensitive topics. A 2014 resource guide for organisations participating in the US Department of Health and Human Services' National Child Abuse Prevention Month (DHHS, 2014) suggests that while traditional media are best used to get the word out, publicise a large event to a general audience, and tell the story in detail, social media are more effective for:

- Engaging in dialogue and gathering feedback;
- Reaching a more targeted, specific group; and
- Sending out brief alerts that prompt stakeholders to take immediate action.

However, as Fairbairn and colleagues (2013) note, few social media-based campaigns have been formally evaluated (also see Appendix 3 of this report). Nonetheless, the authors identified some common themes in promising campaigns - specifically, campaigns aimed at raising awareness about online sexual harassment in young people - which may provide guidance for using social media for violence prevention. In particular, Fairbairn and colleagues note that any programme or initiative is more likely to succeed if it is from the ground-up - for example, social media campaigns aimed at young people are more likely to succeed if they are youth-driven. In addition, the researchers suggest a number of specific ways that social media may be used for the prevention of sexual violence, which were used in many of the campaigns that we surveyed (see Appendix 3). For example, the authors recommend the creation of mobile applications to provide information and resources about preventing violence (which is used, for example, by *Break the Cycle* through their "Love is Not Abuse" iPhone app). Fairbairn and colleagues also suggest inviting supporters to pledge or commit to a shared goal by posting a badge or image to their

own social media profile. This strategy is used, for example, by *Draw the Line, Make Your Move, NO MORE!*, *UNiTE's "Get Cross"* campaign, and *OCADSV's "Healthy Power"* campaign: all invite supporters to take photographs of themselves showing support for the programme (e.g., by holding a sign expressing intolerance of sexual violence for *Make Your Move*, personal ideas about "healthy power" for a *Domestic Violence Awareness Month* campaign by *OCADSV*, or wearing orange with crossed arms for *UNiTE's "Get Cross"* campaign), and uploading these images to the campaign's Facebook page. Others feature a campaign "badge" that supporters can include on their own website (e.g., *Violence UnSilenced*).

Other strategies suggested by Fairbairn and colleagues include having participants "like" a site in order to expose the information to new audiences, or at the very least for existing prevention programmes to move their information into social media spaces. Most media campaigns that we surveyed had some form of social media presence, as did many smaller-scale community and workplace action campaigns (e.g., *CEO Challenge, Mentors in Violence Prevention*). This suggests that many existing organisations are aware of the promise of using social media in their campaigns, and are making use of these new technologies.

We note that three of the campaigns in our survey that made the greatest use of social media (*MTV's [Dis]Connected, The Line Campaign*, and the Australian Government's *The Line*) were aimed at addressing sexual violence and harassment in young people, which is not surprising given that young people are especially active users of social media. Two of these three campaigns (*[Dis]connected* and *The Line Campaign*) were especially innovative in their use of multiple forms of media, including film screenings, online discussions, blog posts, and social media outreach. This combined use of technology aligns with Maier's (2012) suggestion that violence prevention activities aimed at youth should utilise not only social media but also technology such as video games, apps, interactive surveys, podcasts, webinars, wikis, social networking, blogs, and geomapping. However, campaigns aimed at older audiences also make use of various technological tools – for example, online discussions and blogs feature prominently in the *Violence UnSilenced* campaign, which publishes the stories of domestic violence survivors and invites comments, with the aim of providing a safe and supportive online community for survivors of domestic violence and their supporters.

However, Maier warns that, as with all prevention activities, those involving technology must be assessed, designed with an audience focus, tested, implemented, revised and evaluated, and, above all, must be kept fresh and current.

Legislative reform and place management

Action against family violence at a societal-level can also fall under the 2nd and 3rd levels of the Spectrum of Prevention (promoting community education, and influencing policy and legislation). A number of organisations included in our survey enacted or advocated for legislative and policy reform (at institutional, community, and government levels) to help support healthy social norms and combat family and sexual violence. Such interventions sit on the 6th level of the Spectrum of Prevention: influencing policy and legislation. Examples of such campaigns include:

- The *Knox Accord to End Violence Against Women* - which was first adopted by the Mayor of the City of Knox, Melbourne, in 2007 - signifies that the community of Knox is opposed to all forms of violence against women, and is committed to supporting existing approaches and developing local strategies to prevent and respond to violence;
- *Prevent Child Abuse America* undertakes a vast range of activities, from national education campaigns to policy submissions, research, and community-level action in states across the US; and
- *Safety Net* helps enforce offender accountability by working with law enforcement, social services, and others on tactics of technology misuse (using both in-person and web-based training), and advocates for policies that ensure safety and privacy for victims and survivors.

In addition to these kinds of actions, local governments also have the power to change bylaws that may have an impact on certain forms of violence, such as regulations around the consumption of alcohol in public and in licensed premises.

Local governments can also design and manage public spaces in such a way as to reduce the likelihood of certain forms of violence in their communities. For example, the Ministry of Justice (2004) has noted that a significant amount of violence occurs in public places on weekend evenings around licensed premises, and that such settings are therefore suitable targets for anti-violence campaigns. (For example, volunteers for the *Make Your Move* campaign work with bar and nightclub staff to teach strategies for protecting patrons from sexual harassment and violence.) Although monitoring alcohol-related violence is a task for the police force, the Ministry of Justice (2004) has noted that local government is an important ally that can help by setting regulations, developing consistent messages about violence and alcohol consumption, and identifying problem areas within communities. A report from the Global Programme to Prevent Violence against Women and Girls project (WWPV, 2014) indicates that alcohol reduction programmes show promise for preventing sexual violence in high income countries.

Regarding the identification of unsafe areas within communities, it is worth noting that social media can be employed to help identify areas with high rates of public sexual harassment and violence. An Egyptian initiative, *HarrassMap*, gathers SMS messages and online reports of harassment and assault and maps where these incidents occur in the Greater Cairo area. Campaign volunteers then take these maps into neighbourhoods and speak with people who have a permanent presence in the street (e.g., doormen and shopkeepers) in order to convince them to take a stand when they see sexual harassment in their neighbourhood. *HarrassMap* also helps other organisations around the world establish similar initiatives within their local areas.

Finally, local governments can help make public spaces safer through urban design. Foster and Giles-Corti (2008) note that urban design that increases pedestrian activity and neighbourhood “walkability”, allows for natural surveillance of streets, and fosters a sense of community pride is theoretically thought to reduce crime and fear of crime. However, the authors note that studies aimed at assessing these strategies have produced mixed results, and more research is needed to determine which urban design tools are in practice most effective for reducing crime. Street lighting, for example, is associated with reduced levels of crime, but because studies do not consistently show a greater impact on night-time crime than day-time crime, it may be the case that improving lighting increases community pride in public spaces but does not necessarily deter criminal activity (Farrington and Welsh, 2002).

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APPENDIX 1 EXAMPLES OF THE TYPES OF INITIATIVES AT EACH LEVEL

	Strategies	Examples
Individual	<ul style="list-style-type: none"> Strengthening individual skills and knowledge Providing information and support for victims 	<ul style="list-style-type: none"> <i>Men Can Stop Rape, Coaching Boys Into Men</i> <i>Violence UnSilenced</i>
Relationship	<ul style="list-style-type: none"> Strengthening family relationships 	<ul style="list-style-type: none"> <i>Baby Makes Three</i>
Institution	<ul style="list-style-type: none"> Changing organisational practices 	<ul style="list-style-type: none"> <i>Working Together Against Violence, AFL's "Respect and Responsibility", Maribyrnong Respect and Equity</i>
Community	<ul style="list-style-type: none"> Fostering networks and coalitions Supporting champions and providers 	<ul style="list-style-type: none"> <i>Partners in Prevention, Maribyrnong Respect and Equity</i> <i>Northern Interfaith Respectful Relationships, Safety Net, It's Not OK</i>
Societal	<ul style="list-style-type: none"> Promoting community/society education Influencing policy and legislation 	<ul style="list-style-type: none"> <i>It's Not OK, National Coalition Against Domestic Violence, Oregon Coalition Against Sexual Violence</i> <i>Knox Accord to End Violence Against Women, Prevent Child Abuse America, Safety Net</i>

APPENDIX 2 NZ SEXUAL ABUSE PRIMARY PREVENTION PROGRAMMES¹

NZ Sexual Abuse Primary Prevention Programmes

Kite Rapu I Te Ora Trust	Te Ara Toiora a Whānau Sexual Violence Prevention Project
Te Puna Oranga Incorporated	He Korero Pounamu
Te Roopu Āwhina	He Tapu te Tinana
Tū Wāhine Trust	Te hā o Hineahuone
Women's Self Defence Network Wahine Toa	Girls' Self Defence Project & Women's Self Defence
CAPS Hauraki	Right to Be Safe Campaign
Shakti Legal Advocacy & Family Social Services	Understanding Cultural Difference & Human Rights
Rape and Abuse Support Centre Southland	Fostering Leadership and Best Practice Solutions
National Collective or Rape Crisis and Related Groups Aotearoa	Sexual Abuse & Violence Education (SAVE)
Women's Self Defence Network Wahine Toa	Girls' Self Defence Project & Women's Self Defence
Family and Community Services, MSD	It's Not OK Campaign
Rape Prevention Education, Whakatu Mauri	BodySafe Sex n Respect

¹ Note that this is drawn from the work of Dickson, 2013 and updated from the MoJ website of funded primary prevention programmes.

	Sex n Respect Parties
CAPS Hauraki Inc.	Right2BSafe
New Zealand Police	Keeping Ourselves Safe
Kidpower Teenpower	Kidpower, Teenpower and Fullpower programmes Healthy Relationships The Teenpower Violence Prevention Toolkit and the Teenpower Sexual Violence Prevention Project Kidpower for Educators of Young Children
Auckland Sexual Abuse HELP Foundation	We Can Keep Safe
Family Planning	It's about Mana Feeling Special Feeling Safe
Rape Crisis Dunedin	Sexual Abuse and Violence Education (SAVE) Expect Respect
Te Puna Oranga	He Korero Pounamu
SOS Kaipara	Dealing with Disclosures Sexual Abuse and Violence Education (SAVE) What is Sexual Abuse? Safety Skills Sexual Harassment
Wellington Sexual Abuse Network	Sex & Ethics Training the Trainer in Sex and Ethics Sex & Ethics and Ethical Bystanding Media Project
Wairarapa Rape & Sexual Abuse Collective inc	Sexual Abuse Violence Education (SAVE)

Abuse & Rape Crisis Support Manawatu

Respect Sexual Abuse Prevention Program

Rugby World Cup Local Visual Media

APPENDIX 3 AIMS AND EVALUATIONS OF INTERNATIONAL AND NEW ZEALAND SEXUAL AND FAMILY VIOLENCE PREVENTION CAMPAIGNS

Programmes supported by VicHealth and Victorian Councils

Programme	Strategies	Description	Evaluation
The Knox Accord to End Violence Against Women (City of Knox)	Legislative/policy reform	The Accord was first adopted by the Mayor of the City of Knox, Melbourne, in 2007. It signifies that the community of Knox is opposed to all forms of violence against women, and is committed to supporting existing approaches and developing local strategies to respond to and curb violence.	No formal evaluation has yet been carried out (Powell, 2011).
Northern Interfaith Respectful Relationships Project (Faith organisations, Darebin City Council)	Community action (churches) Legislative/policy reform	The project aimed to increase the capacity of faith leaders, organisations, and communities to prevent violence against women. The project introduced and assessed a primary prevention peer mentoring programme for faith leaders, and resulted in the creation of primary prevention policy for the upper level of organisation, the Anglican Diocese of Melbourne.	Four pairs of mentors and mentees completed the pilot programme, reporting that by the end they had gained a better understanding of the determinants of violence against women, and were more confident in responding to unacceptable comments or behaviour and putting primary prevention into practice (e.g., through discussing respectful relationships in pre-marriage groups and counselling). The programme also resulted in the creation of primary prevention policy for the upper level of organisation, the Anglican Diocese of Melbourne (Powell, 2011; VicHealth, 2012).
Working Together Against Violence (Women's Health Victoria, Linfox)	Workplace action (Linfox)	The campaign took place in Linfox's operations in Victoria. The campaign involved: training Linfox staff in bystander behaviour; promoting gender equality through distributing posters, brochures, and other materials within Linfox workplaces; and involving company executives in supporting gender equality and developing policy statements to prevent domestic violence.	The programme was not formally evaluated, but it successfully gained the support of top executives in the firm, though it was not formally endorsed by the company at the end of the programme. Workers gave positive responses of the project's "Take a Stand" bystander training programme, indicating that after training they were more likely to challenge violence-supportive attitudes and behaviours, and had acquired understandings of how sexism and violence against women exist on a continuum of gender inequality from

				the programme (VicHealth, 2012).
Maribyrnong Respect and Equity project (Maribyrnong City Council)	Workplace and community action (Maribyrnong Council and communities) Legislative/policy development Media/social marketing		The project aimed to drive a culture shift across the functions and areas of Council towards gender equity and intolerance of violence. The project involved awareness-raising activities, skills development, gaining executive support, seeking champions and political leaders within the community, engaging men through the <i>White Ribbon Working Group</i> , conducting audits of facilities, developing policy, exploring gender-inclusive planning, and driving a shift toward normalising discussions about gender equity in the workplace.	No formal evaluation of the project’s effectiveness has been carried out. However, a number of important successes include the formation of the <i>White Ribbon Working Group</i> made up of male staff members from all levels of the Council, which quickly became a platform for engaging other men across the organisation in primary prevention. Broader cultural shifts were also achieved, though this was more noticeable in some Council areas than others. The project also resulted in the inclusion of actions aimed at preventing violence against women in the Council Plan, and more intangible wins included the flourishing of conversations about gender equity within Council workplaces (VicHealth, 2012).
Baby Makes Three (Whitehorse Community Health Service, City of Whitehorse)	Community action		The programme involved a three-week discussion-based programme for first-time parents, which aimed to help them develop and maintain equal and respectful relationships based on gender equality. The project also provided professional development opportunities for local agencies.	The project delivered 17 group programmes and reached over 120 couples. An overwhelming majority found it enjoyable, relevant, and helpful. Couples indicated that they valued the opportunity to talk with others who were going through the same experiences, and following the programme were more likely to “strongly agree” that gender equality is an important component of a healthy relationship. Some couples put into place changes in their day-to-day lives to ensure greater gender equality (VicHealth, 2012).
Partners in Prevention (Domestic Violence Resource Centre Victoria)	Community action (violence prevention organisations)		<i>Partners in Prevention</i> is a network for professionals working with young people in the primary prevention of violence, including Youth Services departments of councils across Victoria. The network hosted quarterly meetings and annual forums, issued a regular e-bulletin and maintained a website, and the Project Coordinator also supported individual members of the network in their work through consultations and referrals.	Following the pilot programme, an overwhelming majority of members reported an increased sense of connection to a broader community of practitioners through their involvement in the project. Members also reported an improved capacity to apply elements of promising practice to their education programmes, and a number of partnerships were formed by practitioners meeting at network events or through the Project Coordinator (VicHealth, 2012).

Community and workplace campaigns, including campus-based bystander intervention programmes

Programme	Strategies	Description	Evaluation
CEO Challenge (Brisbane)	Workplace action	The programme encourages businesses to support intimate partner violence services and promote awareness of this issue within their organisation and in the wider community.	No formal evaluations of the success of this programme have been conducted (Powell, 2011).
Respect and Responsibility (Australian Football League)	Community and workplace action (sports organisation and clubs)	<i>Respect and Responsibility</i> is the Australian Football League's (AFL) campaign to work towards creating safe, supportive, and inclusive environments for women and girls across the football industry and the broader community. The campaign involves developing policies, rules, and procedures within the AFL and its various clubs aimed at dealing with sexual harassment and creating safe, supportive, inclusive environments for women. The campaign also involves targeted education programmes for AFL members.	No formal evaluations of the success of this programme have been conducted (Powell, 2011).
Bringing in the Bystander (US)	Community action (schools, universities, other organisations) Peer education	Peer education programme based in colleges and universities, high schools, US Marine Corps, etc. aimed at teaching prosocial bystander behaviour and communicating information about sexual violence. The multi-session curriculum is delivered based on role plays, and is conducted in groups with one male and one female peer facilitator.	The programme has been evaluated on the campus of the University of New Hampshire. Results suggest that the programme is effective in increasing student participants' knowledge, attitudes, and behaviours about effective bystander responses to sexual violence (Banyard et al., 2005, cited in Powell, 2011). DeGue and colleagues (2014) describe the programme as showing great promise, but they note that more rigorous evaluation would help determine its impacts.
Mentors in Violence Prevention (US)	Community action (universities) Peer education	Peer education/leadership training programme aimed at student athletes and student leaders in US universities and colleges. Involves six or seven two-hour sessions that address different forms of abuse, socialisation of gender roles in media and society, and tacit acceptance of violence against women. Participants can go on to become peer educators.	Ongoing programme evaluations show promising results in relation to changes in participants' knowledge and behaviours (Ward, 2001, cited in Powell, 2011; Cissner, 2009).
Step UP! (US)	Community action	Training in prosocial behaviour and bystander intervention with students at a range	Positive results have been obtained recently from a University of Virginia

	(universities)	of US colleges and universities.	evaluation (Bridget & Long, 2012). After completing the programme, a greater number of students agreed with statements related to bystander activity (e.g., “It is my responsibility to intervene”) than before completion. Significantly different responses between student athletes and non-athletes at both pre- and post-test also led the authors to suggest that campuses should focus on delivery to groups with a strong identity, since peer group norms may have a particularly strong impact on bystander behaviour.
Green Dot (US)	Community action (universities, schools, community organisations, etc.)	The Green Dot campaign aims to teach proactive bystander behaviour within universities, schools, community organisations, and more. The programme involves interactive training sessions of variable length.	A number of studies have been conducted on Green Dot, including published research by Coker et al. (2011), which found that Green Dot-trained students had significantly lower rape myth acceptance scores, and reported engaging in and observing significantly more bystander behaviours, than untrained students. Trained students also had higher scores for bystander engagement than those who simply listened to a Green Dot speech, though even this latter group scored significantly higher than students who were not exposed to the programme on measures of self-reported bystander activity.
Coaching Boys Into Men (US)	Community (high school sports teams)	The programme uses high school coaches to engage male athletes in 11 structured discussions about dating violence throughout the sports season.	A one-year follow-up evaluation of the programme showed positive effects on a general measure of dating violence perpetration (Miller et al., 2012, cited in DeGue et al., 2014).
HEART (Healthy Relationships in Tamaki)	Community	HEART is a community network in Tamaki that aims to promote healthy relationships by, among other things, holding discussion groups and training sessions for community members (e.g., Pasifika people in Tamaki) and community leaders such as counsellors, community workers, police, the Auckland District Health Board, and the Child Youth and Family team.	HEART has completed research to inform the development of the initiative and to measure change over time, which involved conducting 24 interviews with community members, practitioners, and leaders on family violence and healthy relationships (Trewartha, 2010).

Campaigns with a substantial media/social marketing component

Programme	Strategies	Description	Evaluation
It's Not Okay (NZ)	Media/social marketing Community action	<p>The campaign, which is an initiative established by the Taskforce for Action of Violence Within Families, comprises five key strands:</p> <ol style="list-style-type: none"> 1. Mass media communications (e.g., two sets of TV advertisements); 2. Media advocacy and training (e.g., ongoing workshops with journalists and journalism schools on family violence, and media training for spokespeople from key organisations); 3. A fund to support community initiatives that raise awareness of family violence and support social change in both geographic and identity communities (e.g., community events, local media campaigns, school and workplace projects, community forums and hui, awareness-raising activities with specific groups, and developing community mentors); 4. Partnerships with community, sports, business, and government organisations; and 5. Research and evaluation. <p>In addition to these five strands, the Campaign is supported by resources, including a toll-free information line that connects callers to local services (where appropriate), a Campaign website (www.areyouok.org.nz), an e-newsletter and a number of free print resources.</p>	<p>An overview of the lessons learnt from the campaign (Woodley & Metzger, 2010) concludes that the campaign:</p> <ul style="list-style-type: none"> • Is highly visible, and recall of campaign messages is high across all groups, particularly Māori and Pacific peoples; • Has helped to increase understanding of the behaviours that constitute family violence; • Has had an impact on people's motivation to act against family violence; • Has given strength to local initiatives, including giving them the confidence to use a wide range of social marketing strategies; • Is contributing towards increased reporting of family violence and more people seeking help from agencies; and • Has helped improve the accuracy and seriousness of media reports on family violence.
Red Flag (US)	Media/social marketing	<p>Red Flag is a public awareness campaign designed to address dating violence and promote the prevention of dating violence on college campuses using visual materials such as posters and "red flags".</p>	<p>The effect of the campaign on changing behaviour and attitudes has not been rigorously evaluated, though the campaign has received recognition in the USA as a promising community education campaign. Research has also been conducted on the effect of placing red flags around campuses as a strategy for raising awareness about the campaign (see http://www.theredflagcampaign.org/index.php/your-campus/impact-of-red-</p>

				flags/).
Know Your Power (US)	Media/social marketing		<p>Social marketing campaign aimed at US university and college students.</p> <p>Uses a series of posters illustrating cases of sexual violence in a university setting to promote prosocial bystander behaviour. All posters feature the tagline, “Know your power. Step in, Speak up. You can make a difference,” and provide advice about what to do in a similar situation.</p>	<p>Powell (2011) describes a post-test evaluation of the campaign, which showed that participants who reported seeing the “Know Your Power” posters exhibited both greater awareness of the violence against women and greater willingness to participate in actions aimed at reducing violence compared to those students who reported not seeing the posters.</p>
White Ribbon Campaign (Australia)	<p>Community (e.g., universities) and workplace action</p> <p>Media/social marketing</p> <p>Social media</p>		<p>A national male-led campaign to end men’s violence against women.</p> <p>White Ribbon runs a “Breaking the Silence in Schools” programme, a workplace programme, and has a presence on many university campuses around Australia.</p> <p>The campaign also runs “White Ribbon Day” and an online awareness campaign (“Got Your Back”), raises awareness through social and other media (e.g., Facebook, Twitter), and provides resources and information about gender-based violence in Australia.</p>	<p>Although little research has been conducted to assess the effectiveness of White Ribbon campaigns, the organisation reports large numbers of campaign followers (e.g., through Twitter, Facebook “likes”, mentions in media, and numbers who have joined online campaigns), ensures that its activities align with what is known to be effective, and conducts its own research to assess how receptive target groups are to the campaign messages. For example, in 2012 the organisation conducted qualitative research with a diverse group of men on their attitudes towards sexual violence and their responses to the campaign's key messages (White Ribbon Australia, 2013).</p>
Men Can Stop Rape (US)	<p>Community (universities, organisations)</p> <p>Peer education</p> <p>Media/social marketing</p> <p>Social media</p>	<p>action other</p>	<p>International organisation that aims to mobilise men to prevent sexual and intimate partner violence and promote positive, non-violent models of male strength and healthy relationships.</p> <p>Involves multi-session peer-facilitated “Men of Strength” club workshops with young men; campus, workplace, and community workshops; social marketing campaigns; and social media (e.g., Facebook).</p>	<p>An evaluation of the programme – which was too small to record statistically significant changes – nonetheless suggested that the programme helped improve participants' beliefs and their self-reported likelihood of being active bystanders in violence against women (Hawkins, 2005, cited in Powell, 2011).</p>
National Coalition Against Domestic Violence (US)	<p>Community action</p> <p>Media/social marketing</p>		<p>NCADV undertakes a wide range of activities, from providing shelters for victims of domestic violence, to policy reform advocacy and media campaigns.</p> <p>Regarding media campaigns and social media, NCADV runs a Domestic Violence</p>	<p>NCADV publishes its own journal – <i>The Voice: A Journal of the Battered Women's Movement</i> – which publishes research, opinion, and news relating to domestic violence and its prevention.</p>

	Legislative/policy reform	Awareness Month, a celebrity advocacy “Voices Against Violence” campaign, the “Remember My Name” Project (which produces posters of the names of women and family members killed as a result of domestic violence), and has a presence on social media sites such as Facebook and Twitter.	
	Victim support		
	Social media		
Oregon Coalition Against Domestic and Sexual Violence (US)	Community action	The Coalition provides a number of services, including technical assistance and training for local crisis centres and communities, engaging in health systems advocacy, and conducting activities associated with various awareness campaigns.	The activities of the organisation have not been formally evaluated, but the Coalition produces a monthly newsletter in which it advertises events and trainings and highlights work being done in Oregon to end domestic and sexual violence.
	Media/social marketing		
	Legislative/policy reform	Some of the organisation's activities involve a strong social media component, e.g. for <i>Domestic Violence Awareness Month</i> the organisation runs a photo campaign, in which supporters take photographs of themselves holding signs describing “healthy power”.	
	Social media		
Break the Cycle (US, international)	Community action (schools, legal services, assistance centres)	Break the Cycle aims to educate teens and parents about dating violence, and to provide assistance for those experiencing dating violence.	A study was undertaken by the Centers for Disease Control and Prevention (CDC) on Break the Cycle's school-based curriculum with Latino youth in Los Angeles. The research suggested that participating youths gained an understanding of the negative impacts of violence, an improvement in attitudes about seeking help, and an improved perception that the legal system is a viable option for obtaining help (Jaycox, Aranoff & Shelley, 2007). Other campaigns run by the organisation have not yet been evaluated.
	Social media	The organisation runs an anti-violence prevention campaign in schools – “Respect WORKS!” – and also provides immediate help and legal advocacy for teens who have experienced dating violence. The organisation also lobbies the US government for enacting anti-violence legislation, and produces reports on the quality of US states' violence prevention policies.	
	Media/social marketing		
	Policy/legislative reform	Break the Cycle also runs social marketing campaigns across the US, such as “Teen Dating Violence Awareness & Prevention Month” (which uses an associated website and social media to spread the word about events, resources, and so on), and “Hear My Voice” – a campaign to raise awareness about dating abuse among LGBTQ teens.	
	Victim support	Finally, the organisation uses social media and new technology for outreach. For example, the organisation has set up an iPhone app “Love is Not Abuse” and an associated website, where parents and teens can easily obtain information about	

how to avoid and recognise dating violence, and how to seek help.			
One in Three (Australia)	Media/social marketing	The campaign aims to raise public awareness of the existence and needs of male victims of family violence and abuse, to work with government and non-government services to provide assistance to male victims, and to ultimately reduce the impacts of family violence on men, women, and children. The social marketing side of the campaign involves posters, a website with information, news, resources, and more.	Although no evaluation has been conducted into the effectiveness of the campaign, the key messages and strategies of “One in Three” are based on research on men as victims of domestic and sexual violence. In particular, the campaign’s website provides outlines in detail the findings of a study conducted by the Men’s Advisory Network around intimate partner abuse of men (Tilbrook, Allan & Dear, 2010).
	Community action		
	Policy/legislative reform		
	Victim support		
National Child Abuse Prevention Month (US Department of Health and Human Services)	Media/social marketing	The Children’s Bureau within the U.S. Department of Health and Human Services funds the National Child Abuse Prevention Month initiative each April. Throughout the month, communities are encouraged to undertake activities to promote the prevention and awareness of child abuse and neglect, and to share their strategies with other groups. The Child Welfare Information Gateway website (www.childwelfare.gov) features information about child abuse and neglect in the US and resources to help communities and organisations undertake activities during the month. Among other things, the site offers a media toolkit, which provides suggestions for how organisations and communities might use traditional and social media to promote their activities.	The campaign is supported by extensive research by the US DHHS, which is available on the Child Welfare Information Gateway site (www.childwelfare.gov/preventing/preventionmonth/prevention-publications/).
	Social media		
Prevent Child Abuse America (US)	Media/social marketing	Prevent Child Abuse America undertakes a vast range of activities, from national education campaigns to policy submissions, research, and community-level action in states across the US. We note that the organisation has also recently developed a strong social media presence, and includes a post on its blog outlining which social media sites it has a presence on, and how organisations and individuals might show their support through these platforms (http://preventchildabuseamerica.blogspot.co.nz/2009/05/10-ways-to-engage-with-prevent-child.html#!/2009/05/10-ways-to-engage-with-prevent-child.html).	Prevent Child Abuse America runs its own research organisation, the National Center on Child Abuse Prevention Research, which conducts research into the prevalence and prevention of child abuse in the US.
	Policy/legislative reform		
	Community action		
	Social media		

Campaigns with a substantial social media component

Programme	Strategies	Description	Evaluation
<p>MTV's [Dis]connected & A Thin Line (US)</p>	<p>Media/social marketing</p> <p>Social media</p>	<p>"A Thin Line" was MTV's three-year strategy designed to confront digital abuse issues affecting U.S. youth. The central feature of the campaign was the 2011 premiere of the fictional film "[Dis]connected", whose four main characters experienced digital abuse, sexting, online harassment, and suicide. The screening was followed by a televised panel discussion, and many viewers submitted their own experiences of digital abuse to the campaign's site, "Over the Line?"</p>	<p>Fairbairn (2013) summarises key findings of evaluative research conducted by the Harmony Institute (2012) as showing that the MTV film effectively modelled attitudes that often lead to digital abuse, engaged viewers with skilful storytelling and strong emotional appeal, had positive impacts on viewers' likelihood of engaging in actions leading to digital abuse and practising e-safety, and promoted personal responsibility and support for victims. Furthermore, 66% of viewers reported that after seeing the film they rated spreading sexually revealing images of someone online in order to embarrass them as a more serious activity than they had prior to seeing the film.</p>
<p>HarrassMap (Egypt)</p>	<p>Social media</p> <p>Community action</p> <p>Media/social marketing</p>	<p>HarrassMap combines online and mobile technology, mass media and communications campaigns, and community action in order to mobilise the Egyptian public to be watchful and intolerant of sexual harassment in the Greater Cairo area. The 'HarrassMap' is a map of sexual harassment incidents, which is generated through crowdsourcing SMS and online reports of harassment and assault. The maps are used to show the scale of the problem and dispel myths about sexual harassment. Volunteers take these maps into neighbourhoods and speak with people who have a permanent presence in the street (doormen, shopkeepers, and so on) in order to convince them to take a stand when they see sexual harassment in their neighbourhood.</p>	<p>The campaign's most recent annual report states that the site (www.harassmap.org) received a high flow of traffic in 2011. Furthermore, the organisation uses the information it collects for research purposes, examining the kinds of assaults that are reported, where they take place, and who is involved. The organisation also conducts research in order to ensure that its campaign messages target common myths about sexual assault and harassment, and that it uses technologies that are widely available to members of the Egyptian public (see Gad & Hassan, 2012). The organisation also helps similar initiatives start up in other countries around the world.</p>
<p>The Line Campaign (US)</p>	<p>Social media</p> <p>Media/social marketing</p>	<p>"The Line" is a 24-minute documentary directed by Nancy Schwartzman, which asks the question: where is the line defining sexual consent? The film is part of a wider campaign that involves screenings, blogs, website resources (available on whereisyourline.org) and social media (e.g., Twitter, Facebook) to create awareness among young people about sexual violence and stimulate discussions around consent. The campaign also actively works with young leaders in US colleges</p>	<p>No formal evaluations of the campaign have been conducted as yet, though the campaign has been featured in a recent report by the Center for Social Media, <i>Designing for Impact</i> (Clark & Abrash, 2011), and has been highlighted by The Fledgling Fund as a model for creative new ways documentary films can challenge social norms (Verellen, 2010).</p>

		through screenings, mentoring, and blog training.	
The Line (Australian Government's Department of Social Services)	Media/social marketing Social media	<p>Through its website and Facebook page, "The Line" (a campaign initiated by the Australian Government's Department of Social Services) encourages young people to discuss and debate behaviours that "cross the line" in relation to sexual violence.</p> <p>The campaign's website features resources, videos, information for seeking help, an online discussion forum, as well as other news about media and events of interest to young Australians.</p>	The Line was implemented as part of the Australian Government's <i>National Plan to Reduce Violence Against Women and their Children, 2010-2022</i> (DSS, 2009). Its outcomes have not yet been formally evaluated.
Draw the Line (Ontario, Canada)	Media/social marketing Social media	<p>Draw the Line is an interactive campaign run by Action ontarienne contre la violence faite aux femmes (AOcVF) and the Ontario Coalition of Rape Crisis Centres (OCRCC). The campaign aims to engage people in a dialogue about sexual violence, and to promote bystander awareness and action.</p> <p>The campaign uses media such as posters, comics, and guidebooks, as well as social media such as Facebook. Campaign posters feature a range of scenarios and response questions – for example: "A friend sends you a naked picture of a girl he knows. Is it a big deal to share it with others?"</p>	The campaign has not yet been formally evaluated.
Make Your Move (Missoula, US)	Media/social marketing Social media Community action (bars)	<p>Make Your Move is an effort from Missoula's Intervention in Action Project, which aims to promote dialogue and awareness around sexual violence and to encourage bystander awareness and action.</p> <p>The campaign uses a range of posters, which feature images of people and captions that play on sexual violence scenarios by including worrying phrases in large text (such as "She was on her own, so I made my move...") but finish in smaller text with examples of appropriate responses (e.g., "...and told the guys hassling her to back off. They were really crossing the line.")</p> <p>The campaign also uses social media: supporters are encouraged to upload photographs of themselves holding signs expressing personal anti-violence sentiments to the campaign's Facebook page.</p> <p>Finally, campaign volunteers run workshops for bar staff on how to protect their</p>	The campaign has not yet been formally evaluated.

patrons from sexual violence, and engage bar staff in the photo campaign.

NO MORE! (US)	Media/social marketing Social media	<p>The “NO MORE!” campaign is a social marketing and social media campaign supported by the major domestic and sexual violence organisation in the USA. The campaign aims to work in a similar way to the pink ribbon campaign for breast cancer awareness by providing a unifying symbol (a blue vanishing point) for action against domestic and sexual violence.</p> <p>The campaign uses posters and other media, runs a violence awareness week, and runs various social media campaigns (such as calling supporters to upload photographs of themselves to the gallery and explain they say “no more”). The campaign's website also features the news stories relating to sexual violence, advice for seeking help, information about sexual violence, and resources for participating in the campaign.</p>	The campaign has not yet been formally evaluated.
Say NO – UNiTE (United Nations)	Media/social marketing Social media	<p>The UNiTE campaign to end violence against women is part of a larger set of initiatives undertaken by the United Nations. UNiTE has five key goals, which relate to changing and enforcing national laws, adopting and implementing multi-sectorial national action plans, strengthening data collection around violence against women, addressing sexual violence in conflict, and increasing public awareness and social mobilisation.</p> <p>This fifth goal is addressed through an anti-violence media campaign, “Say NO – UniTE”. Among other things, the campaign involves an international “Orange Day” to raise awareness of violence against women, and social media outreach. For example, supporters of the campaign are encouraged through Twitter and Facebook to raise awareness on Orange Day by participating in the “Get Cross” campaign: supporters take pictures of themselves wearing orange with their arms crossed and upload these images to the campaign's Facebook page.</p>	According to a recent evaluation by UN Women (2013), Heads of State and Ministers from 73 governments and 700 parliamentarians had signed up to support the campaign at the time of the evaluation. However, UN Women has not systematically evaluated the effectiveness of the “Say NO” campaign in changing attitudes and behaviours in relation to violence against women.
Safety Net Project (National Network to End Domestic Violence, US)	Community and workplace action Policy and legislative	The Safety Net Project focusses on the intersection of technology and intimate partner abuse, and works to address how it impacts the safety, privacy, accessibility, and civil rights of victims. The project: works with communities, agencies, and technology companies to address how technology impacts victims;	The Project has not yet been subject to formal evaluation, but NNEDV engages in research on the use of technology in intimate partner violence. In 2013, NNEDV held a foundational “The Use of Technology in Intimate Partner Stalking Conference”.

	reform Social media	educates victim advocates and the general public about e-safety; helps enforce offender accountability by working with law enforcement, social services, and others on tactics of technology misuse (using both in-person and web-based training); and advocates for policies that ensure safety and privacy for victims and survivors. The Safety Net Project also runs a Tech Safety Blog and has a presence on social media sites such as Facebook and Twitter.	
Health is Social (US)	Workplace action (healthcare providers) Social media	Health is Social is an organisation and blog run by Phil Baumann, which provides advice to healthcare organisations on how best to use emerging technologies and social media for enabling communication and collaboration between patients and providers, while avoiding the potential risks posed by new media. The blog examines the risks and benefits of social media for issues such as domestic abuse and mental health. Health is Social also has a presence in social media, e.g. Twitter and Google Plus.	The actions of the organisation have not yet been formally evaluated.
Violence UnSilenced (US)	Social media	Violence UnSilenced gives a voice to survivors of domestic violence, sexual abuse, and sexual assault in order to raise public awareness and understanding. Founded by blogger and journalist Maggie Ginsberg-Schutz, the Violence UnSilenced blog publishes two survivors' stories of abuse each week. Site visitors are invited to take an annual pledge to listen and offer support, and to install the "I'm UnSilenced" badge to their own personal websites. The comment section of the site is intended to provide a safe and supportive space for survivors and supporters alike. The site also offers advice for victims on where to seek help.	The campaign has not yet been formally evaluated.
The 16 Days Campaign (Center for Women's Global Leadership, Rutgers University, US)	Media/social marketing Social media	The 16 Days of Activism Against Gender Violence is an international campaign that has run annually since 1991, which aims to highlight the continued marginalisation of and violence against women as human rights issues. The CWGL coordinates campaign activities through providing advocacy resources, microblogging through Twitter and Facebook, and linking activists' voices with other participants through a Tumblr blog. CWGL also shares updates with participants and stakeholders through the 16 Days listserv.	In its annual reports on the campaign, CWGL provides information on the number of organisations that participated each year, the areas in which the campaign was run, the number of hits, likes, and followers on the campaign's sites and social media profiles, and areas for improvement in future. The 2013 report (CWGL, 2013) indicates that the campaign was taken up by a large number of individuals and organisations, in many diverse settings around the world.

