Primary Prevention

Changing community attitudes and behaviours to help stop family violence before it starts
The Victorian Government is developing the second Family Violence Reform Rolling Action Plan 2020 – 2023 (RAP2) as part of its commitment in the 10-year plan: ‘Ending Family Violence: Victoria’s plan for change’. RAP2 will be launched at the end of 2020 as the plan for the next phase of the long-term reform of Victoria’s family violence system.

Over the period of the first RAP (2017 – 2020) we have delivered key parts of the reform and we are beginning to make a difference to the lives of victim survivors. For example, the first specialist family violence courts are up and running, investment in housing and support pathways is enabling us to help more families, quicker, with better and more stable housing options. More than 1,480 Victorian schools have signed on to the whole school approach to Respectful Relationships to create a culture of gender equality and respect and change the story of family violence for future generations.

While more than two thirds of the Family Violence Royal Commission recommendations have now been implemented, we are nearly four years into a 10 year plan to rebuild the family violence system. Through RAP2 we will continue to deliver the key parts of the reform such as the continued roll out of The Orange Door, building a specialist family violence workforce and providing training in risk assessment (MARAM) and information sharing. We will have an increased focus on perpetrators and prevention which will embed the reforms to ensure the family violence system is sustainable and enduring.

We will continue to incorporate what we have learnt so far, and from coronavirus (COVID-19), into the reform, to ensure it is responsive and adaptive. As the reform evolves from implementing the Royal Commission recommendations we will tell the community how we are going by measuring our progress through reporting against the Family Violence Outcomes Framework (FVOF).

Our RAP2 priorities are 10 themes and programs that we will prioritise for the next three years to ensure we remain on course to deliver long-term reform.

Underpinning the 10 priorities are these 3 reform principles which inform our approach to all our activity.

**Consultation content – Primary Prevention**

This set of slides highlight what government has done so far, and what it intends to do over the coming three years, to address gender inequality and other forms of discrimination and effect long-term behavioural change to stop family violence before it starts.

- Slide 3: summarises what government is doing and shows how prevention activities support the achievement of the Family Violence Outcomes Framework (FVOF) as we continue to implement Royal Commission recommendations
- Slide 4: showcases key achievements during RAP1
- Slide 5: sets out the activities government proposes to deliver for this priority over the next three years
- Slide 6: reflects on how coronavirus (COVID-19) has impacted prevention initiatives
- Slide 7: shows how the three reform principles have influenced our prevention strategy
Primary Prevention

Reform Intent
There is substantial evidence that violence against women and family violence is driven by gender inequality and other forms of discrimination that give rise to power imbalances. Analysis of family violence data demonstrates that women are the main victims of family violence. Addressing the gendered drivers of violence through primary prevention that focuses on changing community attitudes, norms and behaviours is the key to long-term reduction in family violence.

How we are working to stop family violence before it starts

- A new statutory agency, Respect Victoria: creating a stronger prevention system statewide including strengthening capacity to drive and coordinate action
- Ongoing investment in research, monitoring and evaluation to build knowledge and evidence for effective primary prevention activity
- Scaling up prevention initiatives that deliver real benefit to Victorians in the places we live, work, learn and play, aligning those initiatives with important life stages
- Engaging across government, the prevention sector and Victorian communities to raise awareness and change the attitudes, norms and behaviours driving family violence and violence against women

Royal Commission into Family Violence (RCFV)
With more than two-thirds of the Family Violence Royal Commission recommendations now implemented, delivery of activities under this priority over the next three years will continue to support recommendation implementation. Updates will continue to be provided via the vic.gov.au website.

The Family Violence Outcomes Framework (FVOF)
The FVOF articulates the government’s vision to end family violence.

- The four FVOF domains reflect the long term outcomes sought through the collective efforts of the reform.
- The FVOF represent the key priorities in preventing and responding to family violence and clarifying what constitutes success.

Activities in this priority area will likely have the greatest impact in achieving outcomes against the following highlighted FVOF domains:

- Preventing and responding to family violence is systemic and enduring
- Family violence and gender inequality are not tolerated
- Perpetrators are held to account, engaged and connected
- Victim Survivors, vulnerable children and families are safe and supported to recover and thrive
### Primary Prevention

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<th>STRATEGY</th>
<th>ACHIEVEMENTS SINCE 2016</th>
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<tr>
<td><strong>We have strengthened primary prevention efforts by establishing Respect Victoria as a statutory authority</strong></td>
<td>Respect Victoria established as Australia’s first statutory, dedicated primary prevention agency. Victoria’s long-term primary prevention strategy, <em>Free From Violence</em>, developed and released. Family violence community awareness and prevention programs and activities use language, imagery and messaging reflecting the diversity of Victoria.</td>
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<th>STATEWIDE ACTION</th>
<th><strong>We are delivering primary prevention initiatives statewide</strong></th>
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| 1,480+ Government, Catholic and independent Victorian schools have signed on to implement the whole-school approach to Respectful Relationships. Leaders, experts and partners embedded across the state to deliver primary prevention activities in: 35 councils, 24 Aboriginal-led organisations, 21 community-led organisations, 65 culturally and linguistically diverse organisations and community groups and 10 Elder Abuse Prevention Networks. Behaviour change campaigns, including ‘Respect Women: Call it Out (Café; Public Transport)’, ‘Respect Older People: Call it Out’, ‘Respect Each Other: Call it Out’ and 16 Days of Activism community-focused statewide ‘Respect Women: Call it Out’ campaigns. Prevention projects in Aboriginal communities:  
  - Raising awareness of the causes and impacts of family violence  
  - Strengthening Aboriginal women’s capacity to take a leadership role in prevention  
  - Providing a culturally safe space for Koori women aged 13-18 to explore the dynamics of healthy relationships. Developed a primary prevention research agenda: part of the whole of government research agenda for family violence reform, including more programs and broadening the scope, such as research into intersectional drivers of family violence. |

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<th>WORKFORCE</th>
<th><strong>We are building capacity across the prevention workforce</strong></th>
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<td>Domestic Violence Resource Centre Victoria provided 60+ practitioners with dedicated training and 12 women’s health services with capacity-building support. Increased collaboration across the specialist family violence prevention sector and expanded range of settings and sectors becoming involved in primary prevention. Respect Victoria is developing a Theory of Change to support the prevention of all forms of family violence, aligned with Change the Story, focused on the prevention of men’s violence against women.</td>
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<th>COLLABORATION</th>
<th><strong>We are working in tandem with other family violence and gender equality reform initiatives</strong></th>
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| Safe and strong: Victoria’s first gender equality strategy  
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<tr>
<th>FVOF Domains</th>
<th>Summary of proposed activities</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
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<td>Family violence and gender inequality are not tolerated</td>
<td>Strengthen the focus on gender equality in primary prevention and ensure that organisational efforts to advance gender equality work effectively to reduce the prevalence of family violence and address backlash and resistance.</td>
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<td>Develop and deliver behaviour change campaigns in partnership with victim survivors and Aboriginal and diverse communities.</td>
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<td>Develop a long-term community engagement and campaigns strategy, including monitoring changes in norms and attitudes towards the drivers of family violence.</td>
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<td>Preventing and responding to family violence is systemic and enduring</td>
<td>Expand proven and promising projects across Victoria, in sectors and settings including through tertiary education, workplaces and local government.</td>
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<td>Support diverse communities across Victoria to continue to lead in innovating and trialling new approaches to primary prevention</td>
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<td>Build a coordinated statewide prevention system, with more consistent access to prevention across a range of settings, sectors and geographies</td>
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<td>Continue to build a skilled and capable workforce to support statewide prevention activity</td>
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<td>Commission new research addressing gaps in understanding of factors leading to family violence and how these can be prevented</td>
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<td>Develop guidance, standard-setting and endorsement processes to inform the design and delivery of evidence-based primary prevention programs</td>
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<td>Implement a prevention monitoring and evaluation framework to maximise the effectiveness and sustainability of funded prevention practice</td>
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**NB:** Timeline milestones have been included where applicable; text in panels indicates an ongoing and/or non date specific activity.
Primary Prevention

Service delivery adaptation, learnings and innovations during coronavirus (COVID-19)

The most significant impact of coronavirus (COVID-19) on primary prevention activities has been in the delivery of funded activities and projects. This is because activity has been diverted towards response-end measures and also because social distancing has reduced the ability of community organisations to deliver primary prevention programs face to face. This has particularly impacted diverse groups.

Prevention responses

- Respect Victoria launched a coronavirus (COVID-19) specific media campaign, ‘Respect Each Other: Call it Out (COVID-19)’ during May and June 2020; and is developing a series of media communications to promote primary prevention during crisis and into the recovery phase, including focusing on gender equality at home, understanding positive opportunities to transform traditional power dynamics, norms and practices, and to ‘build back better’ from disasters.
- Respect Victoria is conducting three targeted research projects to capture the experiences and impacts of coronavirus (COVID-19) on target cohorts: older people, LGBTIQ communities and the impact of coronavirus (COVID-19) on the primary prevention workforce.
- The Department of Education and Training developed a webpage with advice on family violence support for schools, to help staff identify and support students experiencing family violence.
- A $2m Victorian Government funding package is supporting the provision of culturally-appropriate family violence prevention and early intervention services.
- A $3m Victorian Government funding package is supporting a range of issues in women’s health services including family violence prevention (proportion of the $59.4m mental health package).

Program and service delivery

- 1 in 5 organisations report reduced capacity to deliver agreed activities, particularly in workplaces and schools.
- Staff in some local councils and multicultural and Aboriginal-led organisations have been redeployed to support coronavirus (COVID-19) related response work.
- Domestic Violence Resource Centre Victoria are connecting with the prevention workforce through webinars and moving the Partners in Prevention network online.
- Coronavirus (COVID-19) has highlighted the digital divide for many, including people in rural areas, older Victorians and Victorians with a disability, for whom access to online and digital communications platforms can be limited or challenging.

Policy

- The Department of Premier and Cabinet (DPC) is working with funded agencies to move delivery of projects online where possible and appropriate, noting the challenge for some population groups and sectors.
- DPC are exploring options to extend funding and timelines for impacted organisations to support continued delivery.
- Respect Victoria have established a collaborative primary prevention sector forum identifying key principles and actions for primary prevention in a disaster context, working with experts in gender and disaster management to ensure maintenance of a long-term focus on preventing family violence and identifying how government, organisations and community can continue driving primary prevention efforts in disaster management.

NB: This is an interim summary of the impacts, adaptations and innovations which have arisen as a result of coronavirus (COVID-19). These will continue to be monitored and considered as the final RAP is developed.
Primary Prevention

The principles that underpin the reform have influenced our prevention strategy

**Lived experience**

- Respect Victoria is developing a victim survivors engagement plan to ensure the incorporation of lived experience in primary prevention efforts, including in the development of a policy, research and communications strategy.
- Department of Premier and Cabinet (DPC) is working with Family Safety Victoria to develop the primary prevention element of the 2019 Census of Workforces that Intersect with Family Violence, to better understand the current workforce and the future investment.
- DPC is connecting with organisations working with culturally diverse communities to co-design and deliver primary prevention initiatives that meet the needs of migrant and refugee communities.
- DPC is supporting a new LGBTIQ family violence primary prevention initiative that aims to address critical evidence gaps in LGBTIQ family violence primary prevention through the testing and delivery of community-based primary prevention activity with LGBTIQ communities and prevention organisations.
- DPC is engaging Women with Disabilities Victoria to deliver the Workforce Development Gender and Disability program to support disability service workers to embed primary prevention into everyday practice and to generate evidence on the drivers of violence against women with disabilities.

**Intersectionality**

Department of Premier and Cabinet and Respect Victoria are committed to applying an intersectional lens to primary prevention through the development, delivery and evaluation of activities, to ensure these are relevant, practical and meet the diverse needs of individuals and communities. This includes:

- an Intersectional Strategy developed by Respect Victoria
- improving data collection and the primary prevention research approach to respect complex and intersectional experiences
- ensuring commissioned research programs have a particular focus on understanding the intersectional drivers of all forms of family violence and what works to prevent it
- raising the profile of diverse forms of family violence and providing practical guidance for the design, delivery and evaluation of primary prevention work.

**Aboriginal Self-Determination**

- Aboriginal-led prevention has been strengthened through the update of the Indigenous Family Violence Primary Prevention Framework and implementation of an Aboriginal-led family violence prevention campaign and education program.
- DPC will continue to work with Aboriginal Victoria, Family Safety Victoria and the Dheik Dja Partnership Forum over the next six months to determine a partnership approach to funding Aboriginal-led prevention activities in 2020-21 and beyond.
- The reform is supporting Aboriginal communities across Victoria to continue to lead innovative and new approaches to prevention, including targeted investment from Respect Victoria on Aboriginal-led research and community education programs.