

Lower Hume 16 Days of Activism Evaluation Report 2019

Background

The 16 Days of Activism Against Gender Based Violence campaign calls for action against one of the world's most persistent violations of human rights – violence against women. Initiated in 1991 by the first Women's Global Leadership Institute, this global initiative is now delivered by over 6,000 organisations across 187 Countries. The campaign runs from 25 November (International Day for the Elimination of Violence against Women) to 10 December (World Human Rights Day). These dates were chosen in order to symbolically emphasize that violence, in any form, is a violation of human rights.

In 2018 Lower Hume Primary Care Partnership (PCP) initiated a partnership approach to the 16 Days of Activism Campaign across Mitchell and Murrindindi Shires (Lower Hume). Prior to this collaboration, individual organisations were recognising the annual campaign through small actions such as through social media campaigns.

The 2018 Lower Hume 16 Days of Activism Campaign reached over 10,000 community members and professionals, distributing close to 3,000 resources and resulted in a commitment by partner organisations to continue to work in partnership to prevent violence against women. The working group continued to work together on prevention initiatives throughout the year, primarily focused on the *Free Mitchell from Violence* project, led by Mitchell Shire Council.

The 16 Days of Activism is currently the major local prevention initiative across Lower Hume as a result of limited prevention resources within the catchment. The annual campaign is helping to raise awareness of the need for increased efforts in prevention and create community readiness for prevention programs and initiatives. A partnership funding application has been submitted by the PCP to resource prevention programs in the catchment; awaiting announcement in February 2020.

About the 2019 Campaign

2019 was the first year in which *Respect Victoria* (the recently established independent Statutory Authority established under the *Prevention of Family Violence Act 2018*) led a state-wide campaign. The state-wide campaign aimed to broaden the reach of the *Respect Women: 'Call It Out'* campaign and the *Municipal Association of Victoria* (MAV) were awarded funding to support community-based activities across the state. MAV and the *Domestic Violence Resource Centre Victoria* (DVRCV) developed resources specifically for the 2019 16 Days of Activism campaign to create consistency of messaging across the state.

Mitchell Shire Council hosted a Family Violence Roundtable at the end of August, which included a focus on planning for the 16 Days of Activism campaign. The resulting workshop provided valuable feedback on the 2018 campaign, particularly from those not directly involved, and generated ideas and enthusiasm for the upcoming campaign. The working group from the 2018 subsequently re-grouped and welcomed new members which provided a cross-sector community response. The working group included representation from the following organisations, as well as a community representative:

- Mitchell Shire Council (Convenor)
- The Kilmore & District Hospital
- North Central Review
- Nexus Primary Health

- Seymour Health
- Lower Hume PCP
- Victoria Police
- Womens Health Goulburn North East (WHGNE)
- Department of Education and Training (DET)

Additional organisations and community groups participated in the campaign or hosted events through contact with one or more organisations represented on the working group:

- Mobile Café Amore
- Murrindindi Shire Council
- FamilyCare
- Goulburn Integrated Family Violence Executive Committee
- Love in Action
- The Zonta Club of Mitchell
- Broadford CFA
- Wallan Basketball Association
- The Tallarook Farmers Market
- TRY (Greater Beveridge Community Centre)
- The Brewers Table

The 2019 Lower Hume 16 Days of Activism Campaign was enhanced significantly through in-kind contributions of the above organisations as well as funding contributed by MAV, Mitchell Shire Council and the Goulburn Integrated Family Violence Executive Committee.

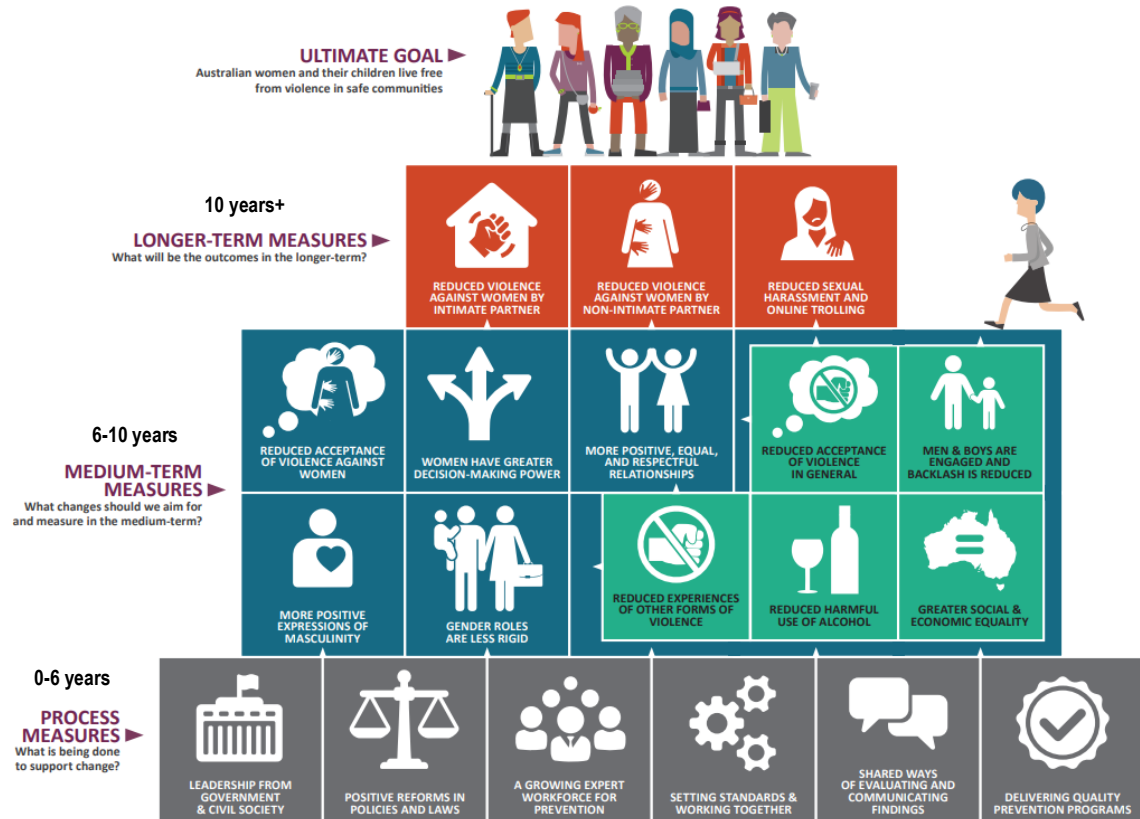
Evaluation methodology/theory

The Lower Hume 16 Days of Activism working group are committed to evaluating the process and impact of the annual campaign to monitor progress in community understanding of gender equity and readiness to engage in efforts to prevent gender-based violence. An evaluation strategy was devised by the working group to align with the state-wide evaluation led by MAV whilst capturing local insights.

Data was collected through an event spreadsheet which recorded key information, as well as a social media evaluation template, stakeholder online survey and debrief meeting. A financial acquittal is provided separately for funding bodies.

Evaluation findings are presented in accordance with Ourwatch's *Counting on Change Framework* which outlines the expected timeline for progress, as well as measures to monitor progress (Figure 2). As this is the second year into an increased focus on PVAW, it is expected that the progress would predominately be against process measures that enhance prevention infrastructure and programs.

Figure 1: Measuring population-level progress

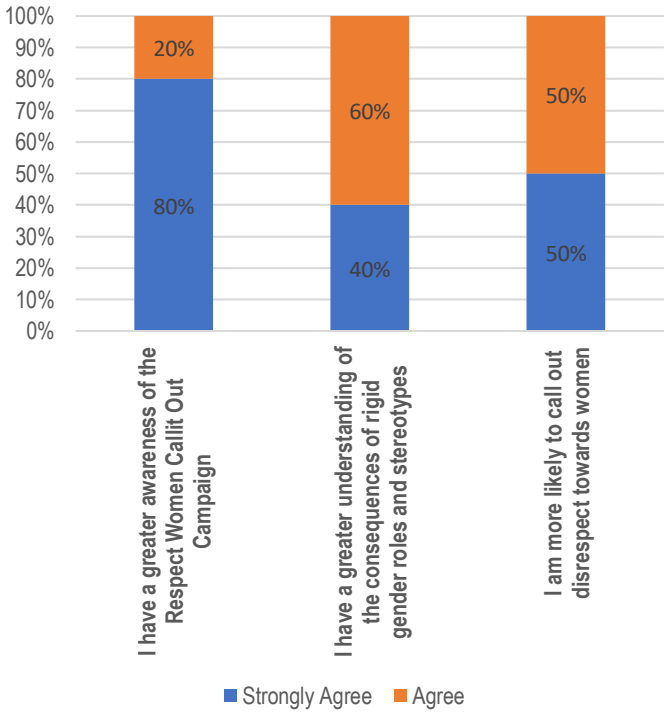


Source: Ourwatch, 2017, Counting on change: a guide to prevention monitoring.

Results

Process Indicators: Prevention infrastructure and programs

Domain	Measures	Summary of Results
1. Political, sector-specific and society leadership	<p>1.1 Public statements by political leaders</p> <p>1.2 Public statements by civil society organisations</p> <p>1.3 Public commitments are accompanied by commensurate investment (financial and in-kind) in quality prevention strategies</p>	<p>1.1 Speech by Mitchell Shire Council Mayor at Kilmore Walk to End Violence.</p> <p>1.2 Joint front-page newspaper article signed by 8 organisations. Campaign collateral with partner logos. Speech by WHGNE CEO at Kilmore Walk to End Violence.</p> <p>1.3 Financial support from MAV, Goulburn IFVEC and Mitchell Shire Council. Significant in-kind support from 8+ organisations.</p>

	<p>1.4 Organisations host events for the 16 Days of Activism campaign</p> <p>1.5 Collective activities are initiated by partnerships that drive an intersectional approach to PVAW</p>	<p>1.4 15 events hosted by partner organisations across 6 towns over the 16 days, reaching an estimated 885 number of people (males/females). Social media campaign reaching 60,851 followers, with 3,387 number of engagements across 5 social media pages. Local media articles including 3 front page articles (1 of which was an orange wrap around the paper), with 14,300 newspapers issued featuring 6 articles specifically targeting the campaign with a reach of 43,000 people per newspaper edition.</p> <p>1.5 20 organisations across health, community services, community groups, women’s health, local government, private business, media and justice sectors collaborated on the campaign. Event on International Day of People with Disability (IDPwD) highlighted the specific needs of people with a disability.</p>												
<p>2. Policy and legislative reform</p>	<p>2.1 PVAW included as a specific area within policy</p>	<p>2.1 PVAW elevated as a priority within the <i>Strengthening Hospital Responses to Family Violence</i> (SHRFV) projects and has been recently included as a priority in the Goulburn IFVEC Strategic Plan.</p> <p>The Lower Hume 16 Days funding application to the Goulburn IFVEC prompted a future meeting to be focused on the prevention.</p> <p>PVAW is a priority within Municipal Public Health & Wellbeing Plans (MPHW) plans</p>												
<p>3 An expert workforce</p>	<p>3.1 Those working in prevention-related sectors and settings have the capacity and skills to undertake quality and effective prevention work</p>	<p>3.1 Capacity of workforce in prevention increased as a result of working together with support from WHGNE</p> <p>Organisational briefing presentation developed and delivered across 4 organisations to increase awareness and leadership for the campaign.</p> <p>3.2 As a result of being involved in the campaign, partners confirmed:</p> <p><i>Figure 2: Partner capacity evaluation</i></p>  <table border="1" data-bbox="678 1272 1348 1982"> <thead> <tr> <th>Statement</th> <th>Strongly Agree (%)</th> <th>Agree (%)</th> </tr> </thead> <tbody> <tr> <td>I have a greater awareness of the Respect Women Callit Out Campaign</td> <td>80%</td> <td>20%</td> </tr> <tr> <td>I have a greater understanding of the consequences of rigid gender roles and stereotypes</td> <td>40%</td> <td>60%</td> </tr> <tr> <td>I am more likely to call out disrespect towards women</td> <td>50%</td> <td>50%</td> </tr> </tbody> </table> <p>Legend: ■ Strongly Agree ■ Agree</p>	Statement	Strongly Agree (%)	Agree (%)	I have a greater awareness of the Respect Women Callit Out Campaign	80%	20%	I have a greater understanding of the consequences of rigid gender roles and stereotypes	40%	60%	I am more likely to call out disrespect towards women	50%	50%
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4	Mechanisms for coordination, collaboration and quality assurance	<p>4.1 Coordination and advisory structures exist, meet regularly and demonstrate effective communication and partnership practices</p> <p>4.2 Cross-sector partnerships exist to drive prevention work on 'common causes' with relevant sectors</p> <p>4.3 Prevention programs show evidence of being designed and funded in accordance with the evidence base and shared national framework</p>	<p>4.1 A working group was established to focus on the campaign. Mitchell Shire Council played a key role in facilitating this working group, following their family violence roundtable in August. Regular meetings of the working group occurred from September to November as well as a de-brief meeting in December.</p> <p>4.2 The working group consisted of 9 organisations representing health, local government, media, education and justice. Each representative was able to provide valuable input into planning with knowledge and considerations from their sector and community. Partners on the working group also used their local knowledge and networks to engage 11 other organisations in hosting or being involved with events.</p> <p>4.3 The campaign across Lower Hume utilised resources and messaging from the state-wide Respect Victoria campaign. WHGNE provided expert advice and support as the local Women's Health organisation.</p>
5	Monitoring, reporting and evaluation frameworks	5.1 Agreed monitoring and evaluation frameworks exist with accountabilities articulated for all relevant implementing partners	5.1 Evaluation strategy developed along with tools and processes to collect key data. Aligned reporting to Ourwatch evaluation framework to enable future monitoring to align back to foundational work. Participating in state-wide evaluation – Mitchell Shire asked to be a case-study site.
6	Quality prevention programming	6.1 Quality standards are progressively developed and tools provided to guide prevention activity	<ul style="list-style-type: none"> - Staff education - WHGNE role - Collateral distributed

Outcome Indicators: Reducing drivers and reinforcing factors

Domain	Measures	Results
Gendered drivers of violence against women		
1. Condoning of violence against women	1.1 Community attitudes towards violence against women (justifying, excusing, trivialising or minimising violence; blame-	Event eval Social media, community conversations

	shifting and rape myth acceptance). 1.2 Community's (self-reported) willingness to intervene 1.3 Proportion of victim survivors who disclose their experience to someone	
Reinforcing factors of violence against women		
2. Condoning of violence against women	2.1 Gendered attitudes towards violence and accepting of violence in general	Total number of people at events Total number of resources distributed Different population groups engaged
3. Backlash factors	3.1 Attitudes which express denial of continued gender inequality and hostility towards women	Social media,

Learnings

Results of stakeholder survey – 10 responses across 8 organisations

What worked well	<ul style="list-style-type: none"> Coordinated planning and events calendar Great collaboration between organisations/ groups - lots of different ideas and help from various organisations in different ways. Mitchell Shire coordinating role, other orgs organising events. The regular meetings were great. The mix of people attending was also really heartening. It was organised really well. Meeting regularly in the lead up face to face. The Community Walk Having a lead agency (Mitchell Shire) Using state-wide collateral and adapting it to be more specific to our campaign
What could have been improved?	<ul style="list-style-type: none"> Coordinating communications between working group and other partners More time for planning - especially the collateral Having a smaller committee meeting, not too many people in room Can improve on ability to collaborate with organisations in Murrindindi. Utilisation of dropbox for communication and working docs. More community involvement Advertising events earlier More children/ young people in the community walk. More selfie cut outs, a short video from the committee about 16 days
What surprised you?	<ul style="list-style-type: none"> The turnout for the walk. I was not expecting so many people or for them to purchase so many t-shirts and caps How much we can achieve if everyone does something little. Some organisations excluded from advertising We had very few complaints via social media about our coverage of the issue. The backlash Council received specifically in comparison to others
What are the most important impacts of the campaign?	<ul style="list-style-type: none"> Raised awareness of the issue. I think having media saturation helped with this. Community inclusion

	<ul style="list-style-type: none"> • Showing a united front of service providers, local gov and community groups. Being visible in orange. • Being well coordinated meant that the community has consistent messaging. • That all support services were involved • Better informed community through the saturated coverage. • How well all the agencies came together and how well we all worked collectively • Children recognising the orange and understanding that its linked to respecting women
<p>What are your suggestions or recommendations to improve the Respect Victoria Respect Women Call it out campaign?</p>	<ul style="list-style-type: none"> • Improved collateral and having it available earlier in the planning process • Keep it in the community • Contextualise to regional areas. Ensure resources are available earlier. • More involvement from schools • Better marketing. • More regional specific collateral and adaptable collateral materials that can be used for various events • More ongoing discussions, involving community groups
<p>What are your suggestions or recommendations to improve the 16 Days of Activism campaign across Mitchell and Murrindindi into the future?</p>	<ul style="list-style-type: none"> • While we increased what we did on last year we would like to be more involved next year. As a result of our smaller focus we were forgotten a bit in meeting invites, logo's on posters etc. • Start planning for next year straight away to have more time to plan events and pull together funding applications. • Taking the campaign to the community even more to get more community engagement. • We could also focus a bit more on fundraising as well as awareness raising • Engage other organisations like schools involved in the march • Improve use of online communications platforms. • Develop an annual workplan which includes 16 days but also other strategies throughout the year with timelines • Keep going with the amazing collaborative approach across organisations that are currently evident. • Next year the walk could be in Wallan • Get more schools involved/ better educate young people. • Inviting Murrindindi organisations and groups to the table for discussions to ensure it is evenly spread across both Shires • Keep working together as a group

Working group de-brief meeting results

- Value of going out into the community and having informal chats – often led to disclosures of previously being in violent relationships – noted need for more inclusive messaging and resources e.g. elder abuse, LGBTIQ+
- Communication if missed meetings – most felt minutes were sufficient and timely. Value in having different people along and multiple from one department but challenge to keep on track and allocate jobs
- Inconsistent mailing list – sometimes people left off
- People wanting to buy/donate
- Support from Mitchell Shire outdoor crew at walk – review day/time to get maximum participation – schools etc. inform them earlier so they can factor into planning
- Social media strategy needs improving to fit in with organisational strategies and include comms teams into planning
- Number of news articles – 3 front pages, letter to editor, 2 articles...
- Stories – value of the walk, survivors speaking out, not knowing what to do to help a friend, kids understanding that orange meant respect women
- Higher trust with hospitals compared with council so messaging received positively in the community

- Mitchell shire recognised as high performing by MAV and asked to be interviewed as case study for statewide evaluation
- Need to consider how can make sustainable without needing lots of funding each year as exec committee unlikely to fund ongoing – demonstrate value and impact back to them – share video of Sammy and have full and summary report
- Vic Pol had online Q+A platform which was anonymous – good but might be better/more engagement if another organisation led
- Coffee with a cop in Beveridge – most successful it has ever been – high levels of engagement and Indian officer able to speak Indian to community
- Take learnings/ideas from north east – conversations in the chair – how to handle disclosures and give info on support services – hairdressers, banks etc. WHGNE looking to expand and replicate – where? Also could do more work on elder abuse
- Working with community groups e.g. CFA, basketball helped by having local connections – workers living in the area and can use their connections to get others involved
- Intersectionality - Lens/checklist over future planning for intersectional approach – healthy eating, LGBTIQ+, Aboriginal, age range – each to suggest one area of focus to add to the checklist (and could be responsible for ensuring considered in planning)
- How to involve Murrindindi shire more – Bec meet with MSC, ADH and YDMH. Partners vs working group members – logos and promotions
- Social media eval
- Resource eval
- Financial eval (include in-kind resources @40/hr?)
- All want to continue working together – Mitchell social justice moving to 2/yr with sub-committees (working groups) Lower Hume Family Violence prevention could be one sub-committee
- Business cards instead of flyers? OR postcards with beautiful artwork e.g. gender in disaster postcards

Next Steps

100% of partner organisations that completed the stakeholder survey (8) confirmed that they would like to be involved in ongoing collaborative actions to increase gender equity throughout the year.

Ideas of what they would like to focus on included:

- I think education about gender equality is important so perhaps a speaker to go to organisations to teach them about gender equity and current issues.
- Engaging men in the prevention of violence against women.
- Continue the theme of 'calling it out' and provide some ongoing messaging to organisations across the area.
- Support services awareness
- Gender equality and how that leads to family violence, through a regular marketing campaign.
- More work with sporting clubs and male dominated environments, clubs, and groups
- Community involvement

Local professional development needs included:

- Bystander training (2)

- Primary prevention.
- Identifying and referring.
- Responding to backlash
- we need to continue to build awareness across the broad professions in our community around family violence and gender equity
- Young boys attitudes towards girls
- Need leadership to drive the outcomes

A partnership funding application was submitted to the *National Initiatives Program: Community-led Projects to Prevent Violence Against Women and their Children Grant*. If successful this would provide resources to work with community groups to increase gender equity knowledge and actions. The outcome of this grant application is due by the end of January 2020.