



Lower
Hume 16
Days of
Activism
Evaluation
Report



2018

Background

The Lower Hume 16 Days of Activism initiative was a collaborative approach to raising awareness of the need for gender equality to prevent violence against women across Lower Hume. The project aligns with the global 16 days of activism campaign which symbolically links violence against women with human rights issues.

The theme for the 16 days of activism campaign in 2018 was ending gender based violence in the world of work. As such, the slogan that was developed for the Lower Hume project was 'we work for gender equality'. The partnership promoted that everyone has a role to play in preventing family and gender based violence including individuals, schools, workplaces, churches, sporting clubs, government.

A number of initiatives took place throughout the 16 days to raise awareness of the need for gender equality including:

- Local media releases
- Localised social media campaigns
- Community afternoon tea at The Kilmore & District Hospital (TKDH) with speaker from Women's Health Goulburn North East (WHGNE) and information/promotional materials distributed
- Real estate boards with key messages displayed at entrances to 4 main towns in Mitchell Shire
- WHGNE presentation to key health and human service leaders at the Lower Hume Primary Care Partnership (PCP) annual meeting
- Coffee cups, chocolates with messaging and flyers distributed including through partnership with local coffee van, Mobile Café Amore.
- Emails distributed to staff and volunteers at TKDH across the 16 days
- Mitchell Shire Council gender equality education across secondary schools
- Mitchell Shire Council hosting movie nights for young people

Expected outcomes included:

- Increased awareness of the need for gender equality to prevent violence against women and gender-based violence
- Organisations recognise, value and are committed to equal respectful and non-violent relationships in the workplace
- Organisations work together across sectors to prevent violence against women (PVAW)
- Gender equity and PVAW commitment in organisational policies and procedures

Longer-term outcomes we were aiming for:

- Increased community capacity (knowledge, skills, confidence, resources) to prevent VAW
- Commitment to continue to work in partnership to prevent violence against women
- Violence prevention resources and activities integrated across sectors and settings
- Organisations model, promote and facilitate equal, respectful and non-violent gender relations
- Community connections established and relationships strengthened for future collaboration

Table 1: Project details

Partner organisations	The Kilmore & District Hospital Mitchell Shire Council Nexus Primary Health Family Care Murrindindi Shire Council Women’s Health Goulburn North East Lower Hume Primary Care Partnership Department of Health & Human Services (Goulburn) Northern Health Hume Dhelk Dja (previously known as Indigenous Family Violence Regional Action Group) Mobile Café Amore
Government areas/region	Mitchell and Murrindindi Shires (Lower Hume)
Project start date	25 November 2018
Project end date	10 December 2018

Evaluation Outcomes

Reach

Table 2: Project reach

Reach (number of)	
TOTAL Individuals	10,421 (Facebook followers) 400 volunteers and staff (emails from TKDH) 12 (Lower Hume PCP annual meeting) 46 (Afternoon tea event)
Population Groups	
Families	-
Service providers/professionals	12 (Lower Hume PCP annual meeting) 300 staff (daily emails from TKDH)
Aboriginal Organisations	-
Neighbourhoods/ Local Government Areas	2 LGAs (Mitchell & Murrindindi)
Education and care settings for children & young people	Secondary school students across 3 schools (Mitchell Shire Council gender equality sessions) Young people at Mitchell Shire movie nights
Universities, TAFEs and other tertiary education institutions	-
Sports, recreation, social and leisure places	-
Arts	-
Health services	4 (Health services CEOs at Lower Hume PCP annual meeting) 20 (staff members from 6 Health services at afternoon tea event)
Family and community services	2 (local government managers at Lower Hume PCP)

	annual meeting) 3 Mitchell Shire Council staff and 3 councillors (including Mayor) (represented at afternoon tea event) 1 (Family Care represented at afternoon tea event)
Faith-based groups	-
Media advertising and entertainment	2 (local newspaper articles) 10,421 (Facebook followers) 1 (local media representative at afternoon tea event)
Public spaces, transport, infrastructure and facilities	Real estate boards with messaging
Legal, justice and corrections contexts	8 (Victoria Police staff at afternoon tea event) Coffee with a cop in Broadford

Social Media

Facebook was utilised as a key tool to enable dissemination of key messages across the 16 days. Mitchell and Murrindindi Shire Council's developed dedicated campaigns, and other organisations including Mobile Café Amore, Nexus Primary Health and The Kilmore and District Hospital (TKDH) posted and shared messages as well. Social media campaigns were informed by the *16 Days of Activism against Gender Based Violence Toolkit* developed by Women's Health Goulburn North East (WHGNE).

Each organisation's social media engagement was unique. Murrindindi Shire Council experienced some negative comments over the first couple of days and responded with factual information. The initial backlash to the campaign highlighted the need for future campaigns to provide context to the initiative. Murrindindi Shire Council paid to 'boost' 4 of their posts (\$20-\$30), which increased the number of people reached from an average of 827 per post to an average of 2,236 people reached per boosted post.

Mitchell Shire Council also experienced some negative comments throughout the 16 days, however they did not need to respond as much as community members (one in particular) were mediating the conversation. In response to the 'what about men' comments Mitchell Shire Council took the approach to talk about men as the overwhelming majority of perpetrators of all forms of violence. Both councils did receive comments querying their involvement in their campaign as it wasn't seen as 'core business' – highlighting the ongoing need to communicate broader council roles. Despite some negative engagement, it was agreed by organisations involved in the initiative that all conversations contributed to raising awareness of these deeply ingrained social issues.



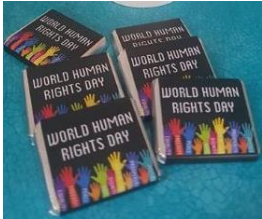


Mobile Café Amore posted information and photos on Facebook 73 times throughout the 16 days of activism. This was an incredibly valuable partnership as it extended the reach of the campaign further into the community and was received very positively by the community, with no negative comments.

Table 3: Evaluation of Facebook Posts

Organisation	# of posts	# of shares	# of likes	# of positive comments	# of negative comments	# of page followers	Comments
Murrindindi Shire Council	16	78	381	12	34	1,996	Negative comments centred around campaign discriminating against men and children as victims. Revised messaging from day 7 to promote that all forms of violence is important and that violence against anyone is a human rights violation and providing context to campaign. "Council should focus on core business".
Mitchell Shire Council	14	78	291	54	24	5,377	Not negative comments but queries regarding why the term gender-based violence is used instead of just halting all violence was queried by 2 Male commenters Positive comments - Thank you Mitchell Shire for bravery in highlight this local issue affecting our students and families. Let's keep the conversation going! 🙌 well done...be brave Mitchell Shire Council, stay strong, ignore or educate (if possible) the haters. ♥ what you are doing that will have amazing positive impact on our children in the Shire.
Mobile Café Amore	73	28	1,117	57	0	671	Comments congratulating Deb on spreading the message and about people in the photos.
The Kilmore & District Hospital	19	14	206	4	0	1,513	Generally positive feedback
Nexus Primary Health	17	3	55	1	0	864	
TOTAL	139	201	2,050	128	58	10,421	

Resources Distributed

Mobile Café Amore distributed coffee cups, chocolates and flyers throughout the usual coffee run, including at The Kilmore & District Hospital, Mitchell Shire Council, Nexus Primary Health, Alpha Mcdelta, Biralee Gymnastics, Wallan Family Practice, Wandong Primary School, Rocbilt, Clinical Labs, Broadford Pet Supplies, Cool Dynamics Electrical and Coffee with a Cop.

		<p>Coffee cups</p> <p>Approx. 2,000 (250 reusable cups and 1,750 recyclable)</p>
		<p>Chocolates</p> <p>450 chocolates with different messages distributed</p>
		<p>Wrist bands</p> <p>Approx. 200 wristbands distributed</p>
		<p>Flyers</p> <p>Approx. 800</p>
<p>TOTAL</p>		<p>3,450</p>

Impact

Impact evaluation was collected at the afternoon tea held at Kilmore Hospital on Wednesday 28 November. Approximately 46 people attended and 21 people (46%) completed the survey, either as a hard or on a tablet that was being handed around by a student based with Lower Hume PCP.

18 women and 3 men completed the evaluation survey. When asked what their gender, none of the attendees selected the 'other' category. Results by gender are provided below:

1. I am better able to identify gender equality in my home/workplace/community/school

	Woman	Man
Strongly agree	22% (n=4)	-
Agree	55.5% (n=10)	100% (n=3)
Unsure	-	-
Disagree	5.5% (n=1)	-
Strongly disagree	-	-
Skipped question	17% (n=3)	-

2. I am better able to identify respectful relationships in my home /workplace /community /school

	Woman	Man
Strongly agree	17% (n=3)	33% (n=1)
Agree	61% (n=11)	67% (n=2)
Unsure	5.5% (n=1)	-
Disagree	5.5% (n=1)	-
Strongly disagree	-	-
Skipped question	11% (n=2)	-

3. I have improved skills to maintain and build respectful relationships with my family/ colleagues/ friends

	Woman	Man
Strongly agree	22% (n=4)	33% (n=1)
Agree	55.5% (n=10)	67% (n=2)
Unsure	5.5% (n=1)	-
Disagree	5.5% (n=1)	-
Strongly disagree	-	-
Skipped question	11% (n=2)	-

4. I feel more confident in standing up for, asserting or promoting respectful relationships and gender equality

	Woman	Man
Strongly agree	22% (n=4)	-
Agree	50% (n=9)	100% (n=3)
Unsure	-	-
Disagree	5.5% (n=1)	-
Strongly disagree	-	-
Skipped question	22% (n=4)	-

5. I have an increased understanding of gender equality as a driver of violence against women

	Woman	Man
Strongly agree	28% (n=5)	-
Agree	50% (n=9)	100% (n=3)
Unsure	5.5% (n=1)	-
Disagree	11% (n=2)	-
Strongly disagree	-	-
Skipped question	5.5% (n=1)	-

These findings demonstrate that the initiative made progress towards the expected outcomes as the majority of attendees agreed or strongly agreed that they had gained knowledge and skills to understand, identify and stand up for gender equality to prevent violence against women. One woman responded 'disagree' to all questions although commented "I already have really good awareness of gender issues so not as much to learn". There were no significant differences between men and women, with all men either agreeing or strongly agreeing to the questions.

Stakeholder evaluation

An online survey was distributed to project partners at the end of the 16 days of activism to measure improved organisation, partnership and leadership commitment to addressing VAW through modelling, promotion and facilitation. 7 people from different organisations involved completed the evaluation survey.

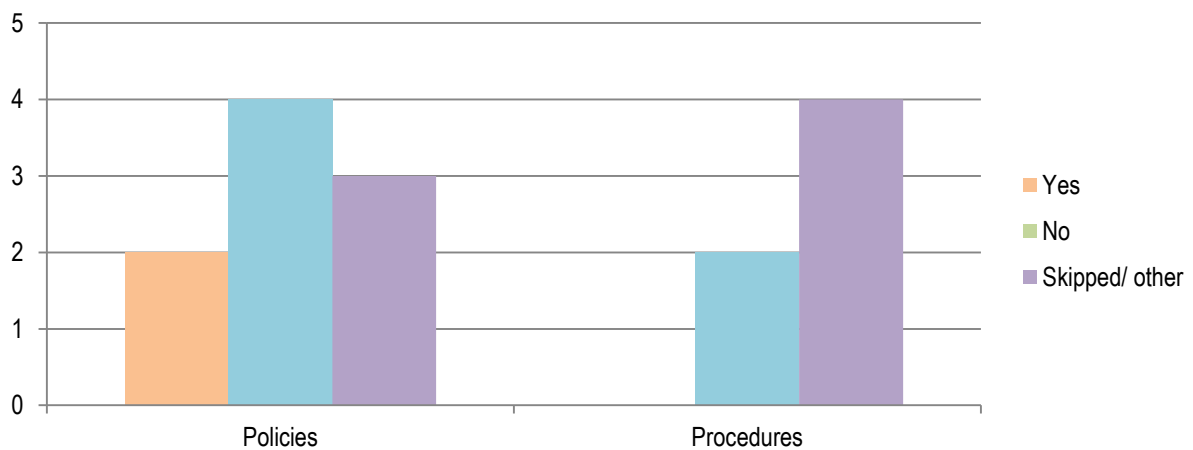
	Strongly agree	Agree	Unsure	Disagree	Strongly disagree	Skipped question
As a result of the 16 days of activism campaign:						
I have a greater awareness of the policies and processes within my organisation/area of work that ensure gender equality and respectful relationships	29% (n=2)	43% (n=3)	14% (n=1)	-	-	14% (n=1)
I have a greater understanding of the consequences of rigid gender roles and stereotypes in my organisation/area of work	29% (n=2)	57% (n=4)	-	-	-	14% (n=1)
I have more confidence applying a gender lens to all activities within my organisation/area of work	29% (n=2)	57% (n=4)	-	-	-	14% (n=1)

I intend to apply a gender lens to all activities within my organisation/ area of work	29% (n=2)	57% (n=4)	-	-	-	14% (n=1)
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Policies and procedures

Project partners were asked if the project had influenced the development or updating of policies or procedures relating to gender equality in their workplace. 2 organisations answered yes to the development or updating of gender equality policies. None of the organisations involved had developed or updated procedures. Comments included 'Not yet, but it may', 'reviewing policies', 'already on the agenda' and 'further supports the 2019 Free from Violence Project which includes policy development and a localised family violence network group development'.

Figure 1: Number of organisations that have developed or updated policies or procedures



Project learnings

Project partners were asked that they thought was the most significant change that took place:

- Greater **awareness and conversation** relating to Gender equality within the broader community as a result of the social media campaign.
- Not sure if 'change' is the right word, but it certainly **got staff and the community thinking about it!** Hopefully this will lead to change.
- As I was monitoring Facebook comments I noticed that there was quite a lot of negative responses to the campaign at the beginning, however over time as more information was shared, these comments became less apparent and when they did appear there was often a **member of the community to respond** with constructive messages on the intent and importance of the campaign. I think it definitely **increased the awareness** of the prevalence and impact of family violence and **started the discussion** that we all have to work together to do something about this.
- **Increased awareness** of current statistics and data around localised family violence

as well as **better understanding** of what constitutes as family violence

- Advertisement - **getting the message out** into the community
- The **conversations** that occurred around our organisations discussing, debating and challenging the statistics.
- The amazing **collaboration** across the region which I believe will have positively impact on future work and collaboration we do in this space all evidenced by the **broad attendance** at the afternoon tea.
- The **conversations** I heard of other events in the area - indicating the **spread of the message**.

Project partners were asked what barriers occurred and how were they/could they be addressed:

- The support provided by LHPCP through Bec, was brilliant. Unfortunately the **lack of time and resources** we had internally meant we couldn't give as much to the campaign as we would like. Also I think a greater **level of commitment from our Leadership team** would help to filter down the organisation.
- **Limited by time** in the end - need to start planning in September. **Communication** between many partners is difficult - this could be improved through online communications and regular meeting dates that all commit to (available through phone or video).
- **Staff pushback**- not wanting to know the details. **Poor representation from male staff** at internal events Negative feedback on social media, however this predominantly was overcome by itself with strong community support pushing out/setting the record straight for those usually loud dominating voices on social channels
- **Attitudes** continue to be a barrier with some people wanting to challenge the issue of gender inequity. Within an essential service being able to **access people for events** is always difficult.
- **Availability** - I was unable to actively participate in the planning stages due to conflicting appointments

Project partners were asked what factors facilitated the success of the project:

- As an observer, I saw great **collaboration** from the agencies involved to get the project off the ground and maintain momentum across the entire 16 days
- **Support** from Bec (LHPCP) meant that we were in a position to participate in the initiative.
- That so many **partners worked together**, each taking on an area that they could lead and commit to within their area of expertise. The availability of **funding** through the Hume Dhelk Dja.
- Strong **leadership support** (top down support) Strong cooperation from leadership team in terms of encouraging staff to attend coffee van visits, look up social media posts etc.
- The **buy in from other organisations**. Great **planning**. We were wrapped at how we got an **across the organisation involvement** in the event with a different staff member emailing the message each day - that in itself is a message!!!"
- **Commitment**

Project partners were asked if there were any unanticipated outcomes (positive or negative) arising from the project, 50% answered 'yes' and 50% 'unsure':

- We were mostly surprised by the **types of comments received on Facebook, there were far more negative comments** than expected.
- I didn't really have many expectations but I think the **campaign was embraced** by many organisations and community members, which was evident in the turn up to the afternoon tea. I'm hoping that an outcome of the project will be that we all **continue to work together and support each other to continue this work** throughout the year, and train up the workforce in the prevention of violence against women.
- We were very surprised by **how much community support the social campaign gained**, in particular when there was negative comments/pushback, **how quickly community members jumped on to squash these remarks** and provide supportive data/information to support the campaign.
- Such **broad staff participation**.

Project partners were asked for ideas to run the project differently next time:

- I think Murrindindi Shire Council can hopefully **enhance our level of commitment** to the future in future years, however time and resources will probably make that an ongoing challenge.
- **More lead in time** for the campaign. **Expand more into Murrindindi shire** and try to have **more events** with a local event schedule. Have an **introductory message on Facebook pages** ahead of the 16 days to explain what it is about and why/how organisations are involved to reduce some of the negative/misinformed feedback.
- **As a first time I think it was fantastic**, there is always room for improvement and more opportunities but I think as a whole, what we did was great
- I think that **we did a great job in a short time frame** with a broad number of people contributing.
- **Open up to community**

Project partners were asked if they would like to continue to work collaboratively on family violence prevention, 86% (n=6) said yes and 14% (n=1) skipped the question:

- From my perspective I say yes absolutely, but it will ultimately depend if it is something that our leadership team wants to dedicate time to or not.
- 100% with the roll out of the free Mitchell from Violence campaign there is plenty of collaborative opportunities in the future
- Absolutely!!!

Project partners were asked how we could maintain the momentum from this initiative and keep working together:

- Develop a **network with TOR** and **regular meeting** dates. Organise for WHGNE to deliver **prevention training locally**. **Engage with state-wide orgs** e.g. Gen Vic, Respect Victoria to link in with their work and get some more support for our catchment. **Link in and report back to the Integrated Family Violence Executive Committee**. Explore and support each other with **joint funding submissions**. **Engage the community** in this work.
- Setting up **quarterly meetings** or adding it to current meetings i.e. Social Justice

Advisory Committee meetings as a stand-alone items

- **Keep talking and meeting** - the momentum is present so it's a good time to benefit from it!
- Strategic planning **meetings**

Project partners were asked for other comments/feedback:

- It was a really enjoyable project to be part of, everyone had a really positive, can-do attitude which can hopefully continue as we keep chipping away to create culture change
- Overall fantastic job by all, really effective and well executed campaign that certainly raised the profile of this important issue
- Thank you to all partners involved.
- Everyone did an amazing job. A few key players and I really appreciate all of their efforts

Discussion and next steps

Evaluation indicators outlined throughout this report highlight that the 2018 16 days of activism campaign across Lower Hume was successful in making progress towards the initial goals (expected outcomes). There were limitations to the evaluation indicators able to be collected, however the measures from Facebook, the survey from the afternoon tea event as well as the project partner survey has enabled for reflection on successes and learnings from the project to inform future prevention initiatives. The evaluation plan was informed by resources from the Inner North West Collaborative Evaluation Project (INCEPT) led by Inner North West PCP.

The use of multiple communication methods and involvement of over 10 organisations has enabled key messages to reach more than 11,000 people across Mitchell and Murrindindi shires. The reach of gender equality messages were considerably enhanced through the use of Facebook and through the partnership with Mobile Café Amore. Deb from Mobile Café Amore distributed coffee cups, chocolates and flyers throughout her usual coffee run, providing access to a large cohort of the community. Deb did not know much about the campaign prior to getting involved and relied on the flyers to educate the community as well as some general conversations. Deb experienced a positive response from the community including both men and women. Interestingly the few comments about men as victims mostly came from women. The funding provided by the Hume Dhek Dja was also critical to the success of the 16 days of activism campaign across Lower Hume.

Project outcomes against expected outcomes

Expected Outcome	Project Outcome	Next Steps
Increased awareness of the need for gender equality to prevent violence against women and gender-based violence	- 81% of people who attended the afternoon tea event agreed or strongly agreed that they had an increased understanding of gender equality as a driver of violence against women.	- Organise training for staff and general community in the prevention of violence against women
Organisations recognise, value and are committed to equal and respectful and non-violent relationships in the workplace	- 86% of project partners have more confidence and intend to apply a gender lens to all activities within their area of work.	- Educate 'go to' resource people within organisations similar to what has been done at TKDH to share the load and have internal support.
Gender equity and PVAW commitment in organisational policies and procedures	- 50% of project partners developed or updated policies to promote gender equality	- Mitchell Shire Council's Free from Violence Project will further develop policies and procedures for project partners in 2019.
Organisations work together across sectors to prevent VAW	- 11 organisations involved in the 16 days of activism campaign, including 5 health organisations, 1 state department, 2 local governments, 1 community service and 1 private business.	- Set up an online communication platform to communicate as well as through existing meetings (Women's Health Goulburn North East Community of Practice, Kilmore Hospital bi-monthly family violence reference group meeting, Mitchell Shire Social Justice Committee, Mitchell Shire Free from Violence Project).
<i>Longer-term Outcomes</i>		
Increased community capacity (knowledge, skills, confidence, resources) to prevent VAW	- 76% of people who attended the afternoon tea event agreed or strongly agreed that they felt more confident in standing up for, asserting or promoting respectful relationships and gender equality. - Key messages reached	- Involve the community more in planning and championing messages. - Aim to involve more males as champions and focus messaging on explaining that we are not saying that all men are violent.

	over 11,000 people.	
Commitment to continue to work in partnership to prevent violence against women	<ul style="list-style-type: none"> - 86% of project partners agreed to continue to work together on family violence prevention. 	<ul style="list-style-type: none"> - Commitment to keep the conversation alive and maintain interest by focusing on new messages and/or different ways of presenting messages to generate empathy (in the same way that the 16 days of activism had different themes for each day we could focus on different themes each month throughout the year). - Link back to the Goulburn Integrated Family Violence Executive Committee - Commence planning for 16 days of activism early (February).
Violence prevention resources and activities are integrated across sectors and settings	<ul style="list-style-type: none"> - Presentations from Women's Health Goulburn North East. - Use of Our Watch and Women's Health resources. 	<ul style="list-style-type: none"> - Engage with state-wide organisations e.g. Gen Vic, Respect Victoria for support.
Organisations model, promote and facilitate equal, respectful and non-violent gender relations	<ul style="list-style-type: none"> - Over 12 organisations participated in the 16 days of activism campaign demonstrating their commitment to PVAW. 	<ul style="list-style-type: none"> - 5 organisations participating in Mitchell Shire Council's Free from Violence Project in 2019.