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Our Primary Care Partnerships have been crucial supporters and enablers of TFER. They have been instrumental in facilitating the creation of a collaborative partnership at a regional level with a shared commitment to the prevention of violence against women.

Through their leadership and the commitment of resourcing, our PCPs have worked hand in hand with WHE ... to create a strong partnership platform whereby partners work together to take mutually reinforcing primary prevention action that is aligned to the evidence base.

Work like the shared regional evaluation would not have been possible without the immeasurable support of the PCPs who have contributed vital resourcing, leadership and expertise to this work. The commitment and participation of our PCPs has really enabled us to keep PVAW as a regional priority and to lead this work in the Eastern region. It is because of our PCPs that we have pushed the boundaries together and become leaders in health promotion.

**Belinda Crockett**  
and the Women's Health East Leadership Team

## Together For Equality & Respect

**Family violence** is the leading preventable contributor to death, disability and illness for women aged 18 to 44. On average, one woman is killed every week in Australia by a current or former partner. Violence against women is overwhelmingly perpetrated by men, and can include physical, sexual, emotional, psychological, social, cultural, spiritual and financial violence or abuse, and stalking.

**“Violence against women is both a symptom and a cause of gender inequality, and a barrier to its achievement.”**

### Our Watch

The Together For Equality & Respect (TFER) Partnership is one of the most significant cross-sectoral collaborations in the Eastern Metropolitan Region, comprising more than 30 partner organisations working together to prevent violence against women.

OEPCP and TFER partners VicHealth campaign 2018



The Partnership is lead by Women's Health East (WHE), with resourcing and support provided by the Inner East and Outer East PCPs. With other partners including local government's and health services, community organisations and peak specialist services supporting diverse community groups, TFER is a mature strategic partnership with wide regional influence.

The history of TFER can be traced back to significant partnership development by Women's Health and the PCPs, several years prior to the launch of the Partnership. The prevention of men's violence against women was recognised as a significant issue for Eastern region communities, with many PCP partner agencies adopting priority actions across the catchment. The PCPs played a significant role during this period in linking partner agencies with WHE to develop a shared understanding of the evidence base and develop a consistency of approach and reduction in duplication between agencies.

The IEPCP also played a significant role in sharing the evidence base at a local level. This included a comprehensive literature review on the drivers of men's violence against women, as well as the development of a knowledge base around best practice interventions in health promotion.

The IEPCP also developed the Gender Equity Audit Tool. This resource provided partner agencies with the framework to improve workplace gender equity – to take an equity lens to their communications, marketing, staffing and culture as they also developed strategies to work more meaningfully on GE actions with the local community.

*Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East 2013 –2017* was officially launched in June 2012 at Maroondah's Federation Estate. The event featured a key-note speech by prominent advocate and best-selling feminist author Clementine Ford, and represented a significant milestone in the work undertaken by Women's Health East and their partners.

Since its launch in 2012, the Inner and Outer East PCPs have enabled and resourced TFER through a broad suite of actions. The PCPs have regularly chaired the TFER leadership group, which provides high level direction and guidance for the strategy across the region. The TFER leadership have successfully encourage community health services to adopt Gender Equity as a priority in Integrated health promotion Plans, and local government's in the development of municipal public health plans and their alignment with the Victorian Gender Equality Act.

The PCPs have supported the upskilling and development of local practitioners throughout the Partnership, including through the TFER community of practice, which has provided opportunities for practitioners to share challenges and solutions – deepening their understanding of the evidence base and creating further opportunities for collaboration on TFER actions.

Since the launch of TFER, the PCPs have played a significant leadership role in the evaluation of TFER partnership impact. The evaluation working group has

been integral to the success of the Partnership, deploying developmental and participatory evaluation models. Additionally, the PCPs contributed significantly to the theory of change approach underpinning the TFER strategy – bringing significant insights into systems thinking and collective impact frameworks.

To further support this work, the two PCPs have provided funding to Women's Health East to enable the expansion of staffing and resources throughout the Partnership history.

The scale and impact of the TFER partnership is difficult to estimate. An entire region of practitioners, health and community service's, local government's and local businesses have created a strong and unified approach to the prevention of men's violence against women – built on solid foundations of a shared evidence base, and informed by best practice principles.

More recent evaluation of the TFER strategy and subsequent work undertaken on the 'Framing Gender Equality Guide' have demonstrated ongoing impact, commensurate with a shift in community attitudes towards gender equality across the Eastern Metropolitan Region. These results are significant, and have been described as 'TFER capital' – a growth in confidence, networks, skills and knowledge across the catchment which support collaboration, partnership and community understanding. Ultimately, the TFER partnerships represents a successful long term collective impact approach, achieving extensive collaboration, and is a testament to the relationships and collaborative spirit at the heart of the Primary Care Partnerships. ●

[www.whe.org.au/tfer/](http://www.whe.org.au/tfer/)

[www.thewellresource.org.au/topics/family-violence/connect/together-for-equality-and-respect-tfer-1](http://www.thewellresource.org.au/topics/family-violence/connect/together-for-equality-and-respect-tfer-1)



IEPCP supporting TFER 16 Days campaign Totes GE 2019

### Project highlights

A large, long term, region-wide cross-sectoral partnership with strong engagement, collaborating on the primary prevention of Men's Violence Against Women.

### Key outcomes

- Rollout of gender audits and 16 days campaigns across organisations
- Workforce upskilling in evidence-based practice
- Contributing to positive community attitudinal change.