

Margins 2 Mainstream Submission Template

MASS MEDIA COMMUNICATION STRATEGIES FOR VIOLENCE AGAINST WOMEN CAMPAIGNS: A REVIEW AND A GOOD PRACTICE EXAMPLE

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ABSTRACT

This session will present a sequence of papers that provide 1) a review of and a conceptual framework for public communication campaigns addressing violence against women; 2) insights from the development of one of the most comprehensive campaigns of this nature to date (Freedom from Fear); and 3) key findings from a review of the Freedom from Fear campaign 10 years on. As an overall session, there will be opportunity for those attending to think about both the rationale behind such campaigns, and the challenges and effectiveness of them in practice.

More specifically, the papers will cover:

1) Overall framework for violence against women campaigns

This paper reports on a recent review of the communications components of Australian and overseas social marketing / public education campaigns addressing violence against women and commissioned by VicHealth. The review aimed to stimulate thinking on the range of possible types of campaigns and good practice guidelines to assist campaign designers in the future. From this review of 31 campaigns, key elements of a comprehensive communication strategy addressing violence against women are identified and discussed.

2) Developing and implementing the Freedom From Fear Campaign

Freedom From Fear was launched in Western Australia in 1998 and pioneered the application of public health and social marketing strategies to address domestic violence via targeting men who use violence against women to voluntarily seek help to stop their use of violence. This paper describes the development, implementation and first results of the *Freedom From Fear* campaign. As this presentation will note, extensive personal engagement is necessary to bring stakeholders on side for implementing VAW campaigns that involve targeting men. The FFF campaign successfully did so and the results endorse the efficacy of promoting a telephone helpline with assurances of anonymity as a way of encouraging men who use violence against women to voluntarily enter counselling programs, and hence as an effective strategy for the prevention of domestic violence.

3) WAS THERE FREEDOM FROM FEAR? key findings from a review of the Freedom from Fear domestic violence prevention campaign 10 years on

The Freedom From Fear campaign was comprehensive and intense in its first five years, and then continued in a more diminished and less high profile form. In late 2005-2006, an independent review was commissioned as both a 'stocktake' of campaign achievements and impacts to date and to inform the development of future strategies. This paper will provide insights from the review of the *Freedom from Fear* Campaign. It will focus particularly on 'lessons learnt' that are potentially of universal relevance to the design, implementation and evaluation of campaigns targeting violence. The need for such campaigns to not 'stand alone' from other more downstream programs and services is also discussed.

CONCLUSIONS

Social marketing campaigns have the potential to shape both community and target group norms and behaviours in relation to domestic violence, but momentum and impact are diminished if not sustained. Moreover, future initiatives of this kind can benefit greatly from the critical success factors and lessons learnt from campaigns to date.