



Respect Each Other: 'Call It Out' Campaign

Frequently Asked Questions (FAQs)

1. Who is running this campaign?

- > Respect Victoria is an organisation dedicated to the primary prevention of all form of family violence and violence against women. Its focus is on stopping violence before it starts by changing the norms, practices and structures that allow it to happen.
- > For more information on the work of Respect Victoria and to read the organisation's 2019-22 Strategic Plan, visit www.respectvictoria.vic.gov.au

2. Why is Respect Victoria running this public awareness campaign?

- > Over the past weeks as community restrictions designed to reduce the spread of coronavirus (COVID-19) have heightened, so too has the increased risk of occurrence of family violence with physical distancing and self-isolation measures posing an increased risk. Being forced to share spaces with perpetrators for extended periods of time with a backdrop of external pressure in the wake of or coronavirus (COVID-19) e.g. health, job losses, financial uncertainty, care arrangements for children, reduced social and community interaction, reduced access to services, has led to a spike in family violence.
- > Victoria's Police Deputy Commissioner Shane Patton recently said 14 per cent of family violence calls made to police in the past month [April 2020] were directly related to coronavirus (COVID-19).¹
- > Although there has not been an increase in the rate of offending, there has been a rise in the number of 'third-parties' calling police to respond to family violence incidents. He attributed this to people, who are home all day because of the stay-at-home directions, possibly hearing violence occurring within neighbouring homes.²

3. What are the aims and objectives of this campaign?

- > The campaign aims to:
- > Support neighbours, communities, family members, housemates and friends to safely and constructively 'call out' violence as active bystanders when safe to do so
- > Support people experiencing violence to recognise that they are not alone, and to provide clear advice on where and how to access help
- > Highlight the behaviour of perpetrators and encourage those who may be at risk of using violence to seek help.

4. How long will this campaign run for?

- > This campaign will initially run from Monday 11 May 2020 to Sunday 31 May 2020.

¹ Ilanbey, S. (2020) 'Closed doors won't protect you': Police ramp up response to family violence, *The Age, Melbourne*, 21 April. Available at: <https://www.theage.com.au/national/victoria/closed-doors-won-t-protect-you-police-ramp-up-response-to-family-violence-20200421-p541qx.html>

² ibid

5. What are the key messages of the campaign?

- > Following previous family violence primary prevention campaigns; the overall message for this campaign is Respect Each Other: 'Call It Out'.
- > To raise awareness around the heightened likelihood of abuse during coronavirus (COVID-19) as potential victims and perpetrators spend more time under the same roof.
- > By acknowledging the difficulty that staying at home brings, we will highlight that there's never an excuse for abuse just because life is difficult. Staying at home is tough but it's not a good reason. There's never a good reason for abuse.
- > Now, more than ever, we need to be looking out for each other. If you see or hear something, call it out.
- > Everyone deserves to be safe, equal and respected.
- > Family violence can take many forms. It can be psychological, emotional, financial, physical, sexual or a combination.
- > Family violence is underpinned by a power imbalance usually driven by gender inequality, discrimination and marginalisation.
- > Warning signs of violence
 - Seeing and or hearing verbal abuse
 - Noting fear or strain in a victim's voice when attempting contact
 - Difficulty contacting a neighbour, friend/loved one directly (victims of violence may have trouble accessing or speaking freely on the phone due to increased time and proximity to perpetrators of violence).

6. What communication channels are being used in this campaign?

- > The media buy includes a mix of regional and metropolitan television (including catch-up TV), digital (through social media) and audio channels, radio and Spotify. This campaign aims to engage with the Victorian community at their place of residence due to the coronavirus (COVID-19) pandemic.
- > As such, a broad mix of media channels must be used to ensure maximum reach and awareness. The campaign will be supported by a series of website materials and links to reinforce the messages and calls to action across the broader campaign.

7. What do you mean when you say, 'family violence'?

- > Under the Family Violence Protection Act (2008), family violence is defined as a behaviour by a person towards a family member that:
 - > Is physically or sexually abusive; or
 - > Is emotionally or psychologically abusive; or
 - > Is economically abusive; or
 - > Is threatening; or
 - > Is coercive; or
- > In another way, controls or dominates the family member and causes that family member to feel fear for safety and wellbeing of that family member or another person.

8. What are the drivers of family violence?

- > The main drivers of family violence are gender inequality, discrimination and marginalisation.
- > That means things like sexist jokes, racist comments, homophobic attitudes, discrimination and financially controlling another person drive family violence. These behaviours don't necessarily make a person violent. But they do create the culture that enables and supports violence.

9. What type of violence is the focus of this advertisement?

- > Family violence can take many forms. It can be psychological, emotional, financial, physical, sexual or a combination. In this advertisement there is a visual focus on verbal and emotional abuse.
- > Verbal abuse can be a feature of emotionally abusive relationships. The perpetrator consistently makes statements that negatively label a person. This can have a serious impact on the self-esteem and confidence of the person experiencing the verbal abuse.
- > This could include:
 - swearing and continual humiliation, in private or in public
 - attacks on intelligence, sexuality, body image and capacity as a parent and/or spouse
 - ridiculing religious beliefs or ethnic background
 - screaming, shouting, name-calling, put-downs.

10. What testing has been done on these ads?

- > The 'Respect Each Other: Call It Out' campaign has been re-purposed from a previous Victorian State Government campaign entitled 'There's Nothing Good About Dads Who Abuse Women', originally developed by the Department of Premier and Cabinet (DPC) in response to the recommendations made from the 2016 Royal Commission into Family Violence (RCFV). Prior to the launch of the 2016 campaign, public market testing was undertaken, with stakeholders from across the family violence and prevention sectors also consulted.

11. Why does a child feature in the campaign?

- > The campaign shows that when family violence occurs in the home, children are often present, and this exposure can have long-term effects on their development. Family violence can increase the risk of mental health, behavioural and learning difficulties³.
- > A child features in the campaign to depict the impact that violence towards women has on children. In market and stakeholder testing, viewing violence through a child's eyes also caused men to consistently engage with the content of the advertisement and reflect on their behaviours or experiences, rather than dismiss the key messages using phrases such as "That's not me", "It's normal for couples to argue" and/or "Women do it too".
- > If you and/or your child is experiencing family violence, safe steps can help. Call 1800 015 188, available 24 hours a day, 7 days a week or email safesteps@safesteps.org.au
- > Kids Helpline is an Australian free, private and confidential, telephone and online counselling service specifically for young people aged between 5 and 25. Call 1800 55 1800 anytime for any reason.
- > If you have been threatened or you are fearful for yourself, a child, family member or neighbour – call police immediately on Triple Zero (000).

³ <https://aifs.gov.au/cfca/publications/childrens-exposure-domestic-and-family-violence/effects-childrens-exposure-domestic-and>

12. Does the child in the commercials understand what is happening?

- > Due care was taken during the original development of the advertisement to protect the welfare of the child involved. This included compliance with the limitations on the number of hours and how often the child could work on set. A child psychologist was also present throughout the shooting of the campaign to observe and provide support if required. The child in this commercial was not present when the yelling confrontational scene between the mother and father was filmed.

13. Why are you targeting men?

- > The mass awareness phase of the campaign deliberately focusses on men as the primary perpetrators of physical and psychological violence towards women.
- > This is because family violence is deeply gendered – most of the family violence in Victoria is perpetrated by men against women and children⁴. Further, evidence shows that family violence is caused by negative views of women that condone violence against women, particularly when condoned by male peer groups.

14. Why is it depicted as males are to blame in this campaign?

- > 1 in 3 Australian women have experienced physical violence since the age of 15 and 1 in 5 Australian women have experienced sexual violence.⁵
- > Further, evidence shows that family violence is caused by negative views of women, particularly when condoned by male peer groups. We also know that some groups of Victorians are more likely to experience family violence:
 - Aboriginal and Torres Strait Islander people
 - people with a disability
 - people from diverse cultural, linguistic and faith backgrounds
 - members of the LGBTIQ community
 - older people at risk of elder abuse
 - people who work in the sex industry
 - people in prison or exiting prison
 - people living in remote, regional or rural areas
 - People in these groups and cohorts are at greater risk of experiencing family violence than the general population.

15. What do you hope people will do after seeing this campaign?

- > That people have conversations about the campaign, particularly within families. That people call out abusive behaviour that they hear about or witness if safe to do so. Neighbours are now in a unique position to be active bystanders during the restrictions. Here are some tips for being an active bystander, noting that safety is paramount, and that action does not always mean confronting the perpetrator head-on:
 - Tuning in (being aware of your surroundings – have you noticed sustained, aggressive arguments coming from your neighbour's house?)
 - Interpreting the problem (do I recognise someone needs help?)

⁴ Victoria Police (2011/12)

⁵ [Australian Bureau of Statistics \(ABS\) 2017](#). Personal Safety, Australia, 2016, ABS cat. no. 4906.0. Canberra: ABS.

- Feeling compelled to act (seeing yourself as being part of the solution to help – considering the difference that your actions could make by being an active bystander)
 - Knowing what to do (consider what you would do and when you would do it)
 - Intervening safely (taking action but being sure to keep yourself and those around you safe).
- > If you are experiencing family violence, call safe steps on 1800 015 188. safe steps is a family violence support centre providing assistance for women, members of the community who identify as female or transfeminine, as well as their children.
- > If you have been threatened or you are fearful for yourself, a child, family member or neighbour – call police immediately on Triple Zero (000).
- > The Men’s Referral Service is a counselling service available to men and families. If you are worried your behaviour might be harming your family members now or may in the future, call the Men’s Referral Service on 1300 766 491. Specialist counsellors available everyday to discuss your situation:
- You feel “on edge” and are quick to respond to family members with anger
 - You are having angry or violent thoughts about family members
 - Your responses to situations feel like they “come out of nowhere” and you’re worried about how you might behave
 - Police have been called due to your behaviour
 - You are worried about your family members’ aggressive behaviour and you don’t know where to turn.

16. Are you worried that the campaign will be disturbing for some people, or trigger stress responses for victims?

- > If members of the public are personally affected by what is depicted in the campaign, they are encouraged to contact support services.
- > Care has been taken to not show extreme levels of violence or assault in this advertisement although one scene is confronting.
- > A full list of the support services available can be found online at: <https://www.respectvictoria.vic.gov.au/campaigns/respect-each-other>

17. If I am a victim/survivor of family violence, where can I go to get help or report an incident?

- > People can access 24/7 family violence help by calling safe steps on 1800 015 188 or email safesteps@safesteps.org.au. This is where people with disabilities would also contact for support.
- > If you are worried your behaviour might be harming your family members now or may in the future, call the Men’s Referral Service on 1300 766 491. Specialist counsellors available every day (live chat online is also available online at <https://www.ntv.org.au/get-help/live-chat/>)
- > Kids Helpline is an Australian free, private and confidential, telephone and online counselling service specifically for young people aged between 5 and 25. Call 1800 55 1800 anytime for any reason or visit the [Kids Helpline website](#).
- > Djirra is a culturally safe place where culture is celebrated, and practical support is available. Call 1800 105 303 or visit the [Djirra Aboriginal Family Violence Prevention and Legal Services website](#).
- > InTouch Multicultural Centre Against Family Violence is a specialist family violence service that works with multicultural women, their families and their communities. Call 1800 755 988 or visit the [InTouch website](#).
- > Queerspace provides for community, by community counselling. Call Drummond Street Services on (03) 9663 6733 or visit the [queerspace website](#).

- > Seniors Rights Victoria provides information, support, advice and education to help prevent elder abuse and safeguard the rights, dignity and independence of older people. Call Seniors Rights Victoria on 1300 368 821 or visit the [Seniors Rights Victoria website](#).
- > This is new terrain for everybody. If you're feeling anxious visit the [beyondblue website](#) for information and advice.
- > To access a wider range of family violence crisis response information, visit the [DHHS family violence crisis response and support portal](#).
- > Services to help women and children in family violence situations — including The Orange Door, crisis accommodation, police responses and courts — are continuing to provide essential help and support during the coronavirus (COVID-19) outbreak.
- > If you have been threatened or you are fearful for yourself, a child, family member, neighbour or someone you know – call police on Triple Zero (000).
- >

18. Where can I find more information about the work of Respect Victoria?

- > Further information on the work being undertaken by Respect Victoria can be found online at www.respectvictoria.vic.gov.au

19. What impact do you expect this campaign to have on support services?

- > We would anticipate that any publicity or campaign on the prevention of family violence could result in an increase in calls to support services.
- > On this basis, we have consulted with key service providers about this campaign to enable them to adequately resource frontline agencies and call centres over the course of this campaign.

20. What's the relationship between this campaign and the Commonwealth Government's 'Help Is Here' campaign?

- > On 3 May 2020 the federal government launched the 'Help is Here' campaign.
- > The aim of this campaign is to deliver a strong message that violence and abuse are never acceptable, no matter the circumstances and make clear that help is available.
- > This campaign will direct victims of family and sexual violence to counselling helpline 1800RESPECT. Men concerned about posing a risk to those around them will be directed to MensLine Australia.
- > This campaign will be seen across Australia in TV, print, out of home and online platforms.
- > This campaign is seen as complementary, with the federal government campaign placing a great emphasis on promoting services and supporting people nationally. The Respect Victoria campaign is Victorian targeted, and prevention focused with a three-pronged approach to communicate to victim/survivors, perpetrators and bystanders.

21. What should I do if I have feedback relating to the campaign?

- > Complaints or enquiries can be sent via email to contact@respectvictoria.vic.gov.au.
- > To ensure that all feedback is appropriately logged, all feedback must be received in writing.
- > Under no circumstances should individual telephone numbers or email addresses for Respect Victoria staff be provided to members of the public.