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| Pride, Respect, Equality – Respect Each Other (LGBTIQ+) Campaign  |
| Frequently Asked Questions (FAQs) |

###  Why is Respect Victoria running this public awareness campaign?

* Respect Victoria’s remit is the primary prevention of all forms of family violence. This campaign focuses on family violence perpetrated against LGBTIQ+ people by their family of origin – meaning, their biological or adopted family member/s.
* Family violence against LGBTIQ+ people does not occur in a vacuum but in the context of broader and deeply entrenched heterosexual norms, attitudes, and behaviours that lead to inequity, discrimination, and abuse.
* The process of ‘coming out’ to family members can often be a dangerous time for LGBTIQ+ people; they may be subject to abuse, violence, estrangement, disowning, and exclusion from the family home.
* Research has found that six in every ten LGBTIQ+ people in Australia have experienced family violence or abuse from family members[[1]](#footnote-1).
* Negative parental responses and pressures from family members and communities can seek to enforce societal sanctioned gender and sexuality norms and stereotypes, posing significant harm to the health and wellbeing of people from LGBTIQ+ communities.
* By building community awareness around the drivers of all forms of family violence, we contribute to cultural change, and we challenge these drivers.

###  What is a ‘family of origin’?

* The focus of this awareness campaign is to address family violence for members of the LGBTIQ+ community in their familial setting.
* Family of origin refers to a person’s biological family or the family a person was raised in (for example, through adoption or foster care).
* To reflect this focus, biological families have been depicted across this campaign (instead of colleagues and friends, platonic relationships, for example which may be considered as ‘chosen family members’ for members of our community who are LGBTIQ+).

###  What does ‘family violence’ refer to?

* 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.

###  Why is ‘family violence’ the focus of this campaign?

* There has been minimal research into the types of violence perpetrated against LGBTIQ+ people, outside of the intimate partner relationship context however LGBTIQ+ focused familial violence is important to look at with its own dynamics.
* The violence and abuse experienced by LGBTIQ+ people by family members is not well understood and rarely defined as ‘family violence’.
* Acts of public harassment and violence, social isolation, oppression, and legal discrimination deny LGBTIQ+ people many of the rights, protections and responsibilities and freedoms enjoyed by the population at large.
* These wider discriminations against LGBTIQ+ people can affect familial attitudes toward LGBTIQ+ family members, their own sense of personal worth and perceived worth in intimate relationships.

###  Who is running this campaign?

* Respect Victoria is an organisation dedicated to the primary prevention of all forms 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, read the organisation’s [2019-2022 Strategic Plan](https://www.respectvictoria.vic.gov.au/sites/default/files/documents/201904/Full%20version_Strategic%20Plan.pdf)

###  What are the aims and objectives of the campaign?

* The key objective behind this campaign is to inspire people (specifically family members) to ensure that their LGBTIQ+ relatives feel safe, support and respected. It also aims to encourage people to call out discrimination and violence against LGBTIQ+ people.
* The aim over time is for LGBTIQ+ relationships within families to be celebrated, and for these relationships to be supported and accepted within family units and across society more broadly.
* Family members are uniquely placed to demonstrate emotional and practical support to LGBTIQ+ relatives ensuring that the early drivers of family violence towards members of the LGBTIQ+ community are prevented.

###  What testing has been done on these ads?

* The campaign was extensively researched and tested throughout its conception and development.
* Consultations for this LGBTIQ+ family violence campaign commenced in 2017 and have continued until the finalisation of the campaign in late 2021. The following committees and organisations were consulted over the course of the campaign’s development (not exhaustive):
	+ - Ministerial Taskforce on the Prevention of Family Violence and Other Forms of Violence Against Women;
		- LGBTI Taskforce;
		- LGBTI Working Group;
		- Commissioner for LGBTIQ+ Communities;
		- Victim Survivors’ Advisory Council (VSAC);
		- Family Safety Victoria (FSV);
		- Drummond St;
		- LGBTIQ+ practitioners and specialist advisors;
		- Behavioural Insights (DPC); and
		- Public focus groups.

###  How was the final advertisement chosen?

* The final advertisement was chosen for its authenticity and realism. The scene depicted in the ad is familiar – a social gathering set at a family BBQ. The campaign focuses on the nervous energy experienced by the LGBTIQ+ couple as they arrive. Initially, their feelings of angst are validated when a relative openly expresses disapproval of their relationship. The tone changes when the father of one of the women steps in and encourages his daughter to be proud of her identity and her relationship, subtly chiding the perpetrator.
* The key objective behind this campaign is to inspire people (specifically family members) to call out violence and discrimination in all its guises against LGBTIQ+ people within the familial setting. The aim over time is for LGBTIQ+ relationships within families to be celebrated, and for these relationships to be supported and accepted within family units and across society more broadly. Family members are uniquely placed to demonstrate emotional and practical support to LGBTIQ+ relatives.
* The Victorian general population is considered the primary audience of this state-wide campaign with members of the LGBTIQ+ identified as a beneficiary audience.
* The campaign is designed to build community awareness around the drivers of all forms of family violence, aligning with Respect Victoria's prevention of family violence remit.

###  What are the key messages of the campaign?

* Following previous Respect Victoria campaigns, the overall message for this campaign is to *Respect Each Other*.
* This message focuses on prevention, reflecting both the role of Respect Victoria (i.e. preventing all forms of family violence before it starts) as well as the current phase of the campaign (i.e. prompting family members to act and become a part of the solution).
* Showcasing positive stories of support from LGBTIQ+ people and their families and highlighting healthy relationships and behaviours.
* Educating the public about family violence experienced by LGBTIQ+ people, different forms of LGBTIQ+ family violence, the barriers LGBTIQ+ people face in seeking support, how to be a good ally and where to go for LGBTIQ+ specific support services.
* Providing examples of how to call out discriminatory and/or abusive behaviour.
* Increasing awareness and conversation in the community about all forms of family violence.
* Encouraging families to respect their LGBTIQ+ family member’s sexuality and gender identity and to celebrate and support LGBTIQ+ relationships both within family units and across society more broadly.

### What do you hope people will do after seeing this campaign?

* Respect Victoria hopes the campaign will prompt conversations and discussions, particularly within families about acceptance, support and respect.
* Our goal is to support everyone to call out discriminatory and/or abusive behaviour, and to lead with respect and support. Here are some tips on being an active bystander:
	+ - noticing the situation (being aware of your surroundings)
		- interpreting the problem (do I recognise someone needs help?)
		- 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).
* We also hope to educate the Victorian community about how to be an effective LGBTIQ+ ally.

### How long will the campaign run for?

* This campaign will initially run from Sunday, 6 February 2022 until Sunday, 6 March 2022

### What communication channels are being used in this campaign?

* The initial media activation for this campaign phase includes a mix of regional and metropolitan radio, digital, social media, catch-up TV, and press. This campaign aims to engage with the entire Victorian community, and–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.

### Why does the main campaign ad focus on a lesbian couple? Why haven't other members of the LGBTIQ+ community been included?

* We understand that family violence looks and feels different for different members of LGBTIQ+ communities. This ad shows one example of an LGBTIQ+ person and couple.
* To complement the main campaign ad and to ensure this campaign achieves maximum reach, we have included the real stories of LGBTIQ+ people via our 'Stories of Support' videos. These stories illustrate the diversity of experiences of LGBTIQ+ people.
* We are grateful to members of LGBTIQ+ communities who generously shared with us their lived experience of affirming their gender and or sexual identity within their family of origin. We will strive to continue to share stories of support that reflect the diversity of LGBTIQ+ communities.
* The support information promoted on our website offers assistance to all LGBTIQ+ and their families.

###  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 and/or violence against women could result in an increase in calls to support services.
* On this basis, we have consulted with key service providers during the development and introduction of this campaign to enable them to adequately resource frontline agencies and call centres over the course of this campaign.

###  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 any physical form of family violence in these commercials.
* A full list of the support services available can be found online at [Pride, Respect, Equality campaign page](https://www.respectvictoria.vic.gov.au/campaigns/pride-respect-equality)

###  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](http://www.respectvictoria.vic.gov.au)

###  If I am a victim survivor of LGBTIQ+ related family violence, where can I go to get help or report the incident/s?

* If you are experiencing or are at risk of family violence, reach out to the following services for support. If you are concerned about a loved one or would like advice on how to best support them, Rainbow Door and Safe Steps both take calls from family and friends of LGBTIQ+ people.
* Rainbow Door provides free specialist advice to LGBTIQ+ people and their friends and families. Rainbow Door is open 10am-5pm, every day and can be accessed via phone call, text, or email. Call 1800 729 367, SMS 0480 017 246, email: support@rainbowdoor.org.au or visit the [Rainbow](https://www.rainbowdoor.org.au/) Door website.
* queerspace is an LGBTIQ+ health and wellbeing support service run by Drummond Street Services. The service provides counselling, peer support groups and seminars as well as professional development training and support for organisations who work with LGBTIQ+ people and their families. queerspace is open Monday-Friday, 9am-5pm, phone 03 9663 6733 or visit the [queerspace website](https://www.queerspace.org.au/).
* QLife is available to provide advice to LGBTIQ+ people from 3pm-12am (midnight) everyday, by phone 1800 184 527 and webchat. Visit the [QLife website](https://qlife.org.au/).
* Safe Steps is available 24/7 to support people in Victoria who are experiencing or at risk of experiencing family violence or abuse. Phone 188 015 188 or email: safesteps@safesteps.org.au . Visit the [Safe Steps website](https://www.safesteps.org.au/) to use the webchat service.
* 1800RESPECT is available 24/7 by phone or webchat with counsellors on deck to support people impacted by family violence, abuse, or sexual assault. Visit the [1800Respect website](https://www.1800respect.org.au/).
* Thorne Harbour Health provide counselling and support to LGBTIQ+ community members experiencing family violence. Thorne Harbour Health is open Monday – Thursday 9am-6pm and Friday 9am-5pm free call 1800 134 840. Visit the [Thorne Harbour Health website](https://thorneharbour.org/).
* If you are concerned for your immediate safety or that of someone else, please contact the police in your state or territory or call triple zero (000) for emergency services.

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

* Campaign feedback or enquiries can be sent via email to contact@respectvictoria.vic.gov.au
* To ensure that all feedback is appropriately logged, feedback must be received in writing and will be responded to by a member of Respect Victoria’s Communications and Engagement Unit within ten (10) business days.

1. Hill, A, Bourne, A, McNair, R, Carman, M & Lyons, A 2020, *Private Lives 3:* *A national survey of the health and wellbeing of LGBTIQ people in Australia*, Australia. [↑](#footnote-ref-1)