A Framework for Cultural Change
Preventing Violence against Women
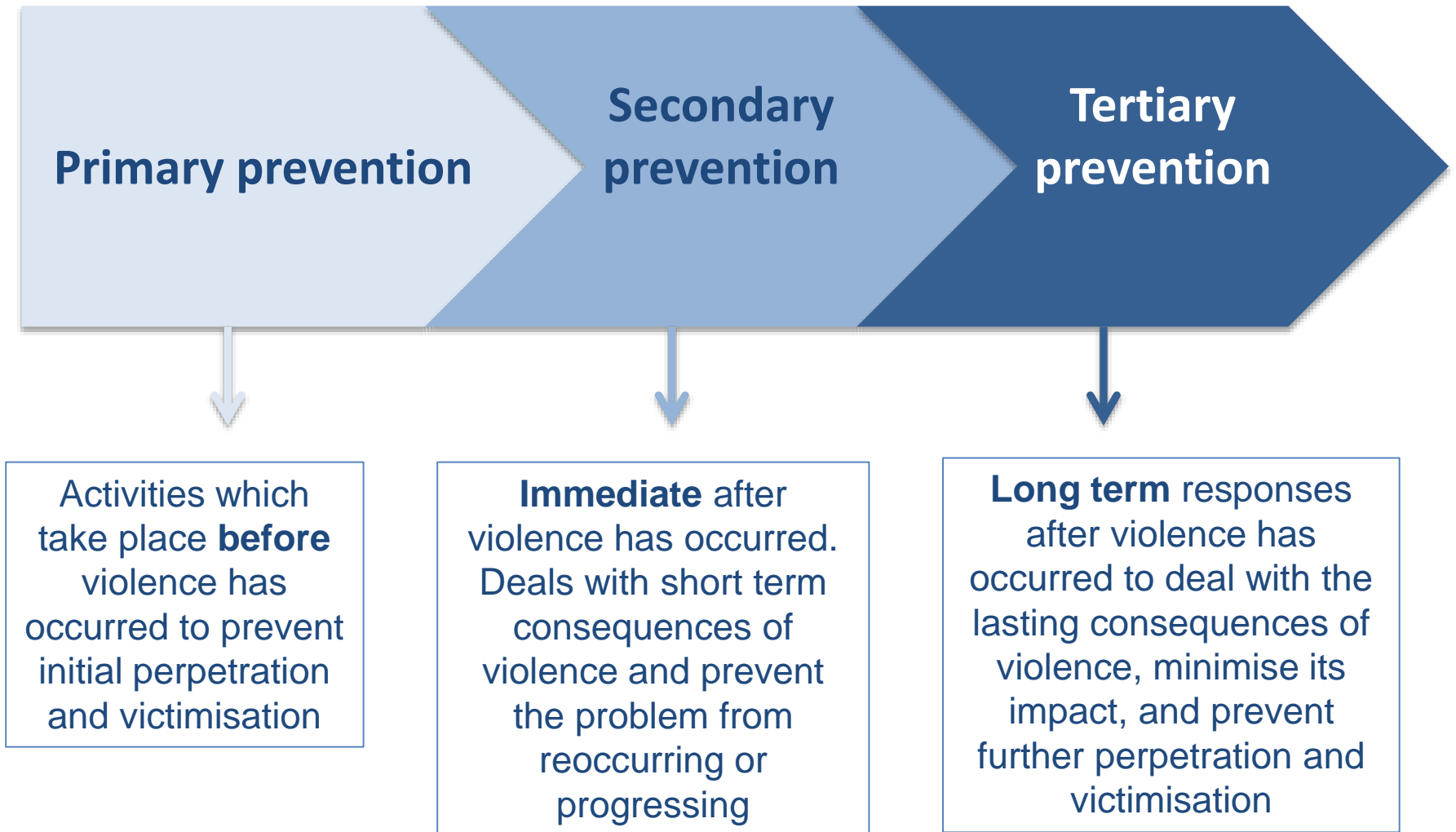
Liz Murphy
Victorian Health Promotion Foundation

Nurturing Cultural Change
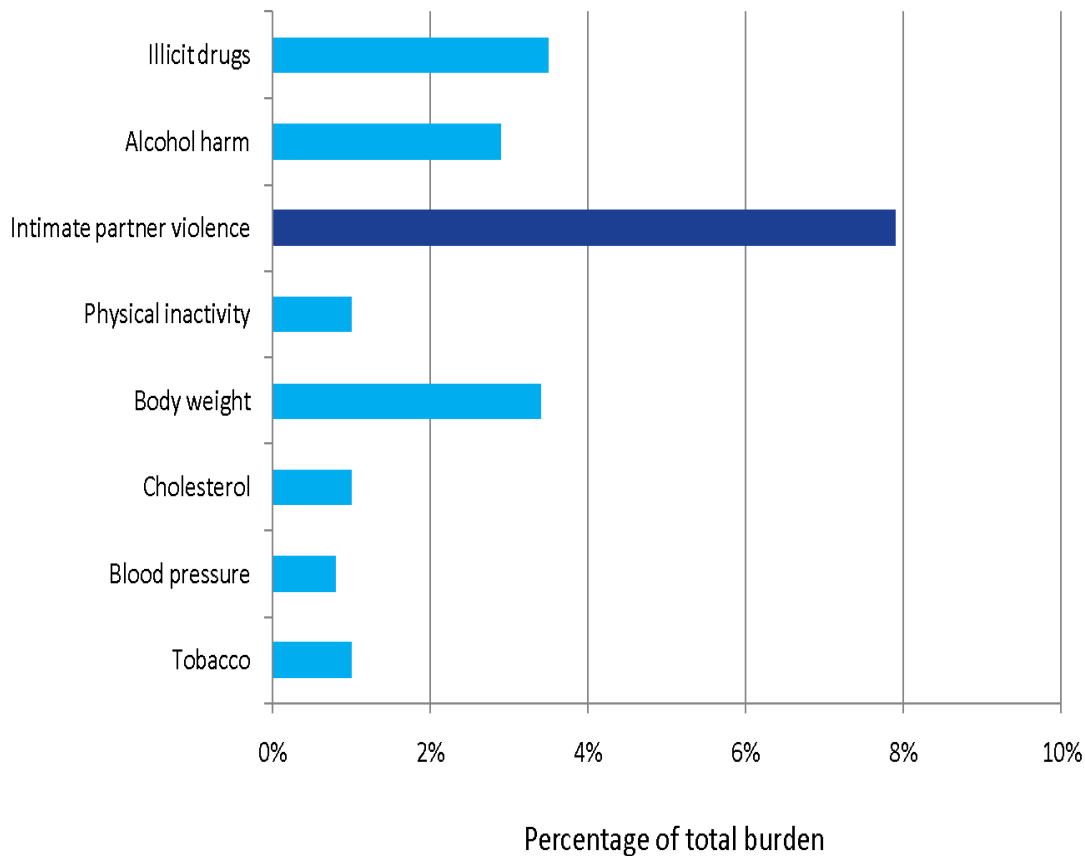
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The prevention spectrum

Primary prevention · **Secondary prevention** · **Tertiary prevention**

Activities which take place **before** violence has occurred to prevent initial perpetration and victimisation

Immediate after violence has occurred. Deals with short term consequences of violence and prevent the problem from reoccurring or progressing

Long term responses after violence has occurred to deal with the lasting consequences of violence, minimise its impact, and prevent further perpetration and victimisation

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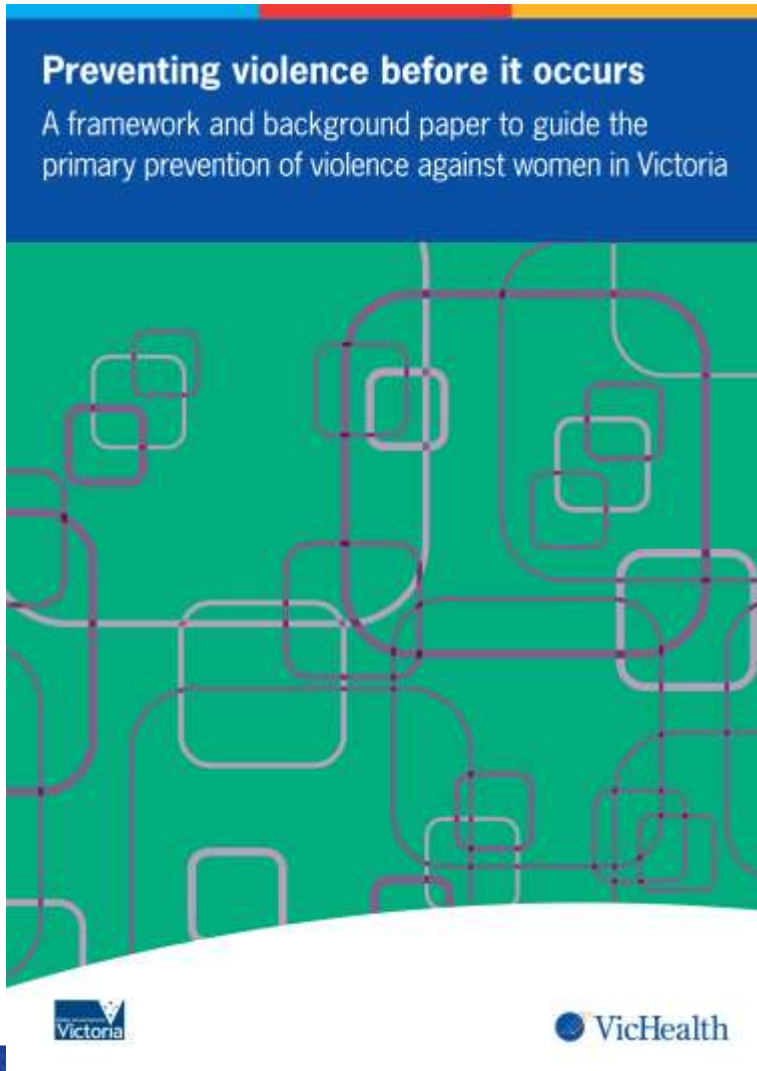**Top eight risk factors contributing to the disease burden in women aged 15-44 years, Victoria, Australia, 2001**

What the evidence told us

Preventing violence before it occurs

A framework and background paper to guide the primary prevention of violence against women in Victoria

Victoria

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- Social and economic determinants
    - » Unequal power between men and women
    - » Rigid adherence to gender roles and stereotypes
    - » Broader cultures of violence

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Addressing the social and economic determinants of violence against women

Key social and economic determinants of violence

Theme for action: promoting equal and respectful relationships between men and women

Individual and relationship	Community and organisational	Societal
• Belief in rigid gender roles and identities and/or weak support for gender equality • Masculine orientation or sense of entitlement • Male dominance and control of wealth in relationships	• Culturally-specific norms regarding gender and sexuality • Masculine peer and organisational cultures	• Institutional and cultural support for, or weak sanctions against, gender inequality and rigid gender roles

Key contributing factors

Theme for action: promoting non–violent norms and reducing the effects of prior exposure to violence

Individual and relationship	Community and organisational	Societal
• Attitudinal support for violence against women • Witnessing or experiencing family violence as a child • Exposure to other forms of interpersonal or collective violence • Use and acceptance of violence as a means of resolving interpersonal disputes	• Neighbourhood, peer and organisational cultures that are violence-supportive or have weak sanctions against violence • Community or peer violence	• Approval of, or weak sanctions against, violence and/or violence against women • Ethos condoning violence as a means of settling interpersonal, civic or political disputes • Colonisation

Theme for action: improving access to resources and systems of support

Individual and relationship	Community and organisational	Societal
• Social isolation and limited access to systems of support • Income, education or employment • Relative labour force status • Alcohol and illicit drug use* • Poor parenting • Personality characteristics and poor mental health* • Relationship and marital conflict • Divorce or separation	• Weak social connections and social cohesion and limited collective activity among women • Strong support for the privacy of the family • Neighbourhood characteristics (e.g. service infrastructure, unemployment, poverty, collective efficacy)	• Support for the privacy and autonomy of the family • Unequal distribution of material resources (e.g. employment, education)

Denotes increased risk of perpetration only.

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Embedding Gender Equity - An Ecological Approach

By working together, to address these key social determinants with a focus on

❑individual relationships

❑communities /organisations

❑Societies

The framework provides an ecological approach that encourages us to consider how to embed gender equitable systems and structures at each of these levels.

Society

Community

Organisation

Individual

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Promoting Respect where we Live Work & Play

- Workplaces

- Health

- Government

- Education

- Sport and Recreation

- Media and Popular Culture

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STRENGTHS & CHALLENGES

Preventing violence against women: A framework for action

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Priority populations and preventative actions

Priority populations	Preventative actions
• Children • Young people • Women and men • Indigenous communities • Culturally and linguistically diverse communities • Rural communities • Neighbourhoods affected by disadvantage • Women with disabilities	• Research, monitoring and evaluation • Direct participation programs • Organisational and workforce development • Community strengthening • Communications and social marketing • Advocacy • Legislative and policy reform

Priority settings for action

• Community services • Local government • Corporate • Faith communities • Education	• Workplace • Cultural institutions and networks • Arts • Sports and recreation • Media and popular culture	• Health • Cyberspace and new technologies • Justice • Academic • Military and like institutions

Intermediate outcomes

Individual and relationship	Organisational	Community	Societal
Individuals and relationships with: • improved connections to resources and support; • respectful and equitable gender relations; • improved attitudes toward gender equity, gender roles and violence and/or violence against women; • improved skills in non-violent means of resolving interpersonal conflict; and • responsible alcohol use.	Organisations that: • model, promote and facilitate equal, respectful and non-violent gender relations; • work in partnerships across sectors to address violence; • implement evidence-based violence prevention activities; and • are accessible to and safe and supportive for women.	Environments that: • value and support norms that are non-violent and build respectful and equitable gender relations; • build connections between people and sources of formal and informal support; and • take action to address violence.	A society in which there are strong legislative and regulatory frameworks and appropriate resource allocation for supporting: • gender equity; • the prevention and prohibition of violence; • the positive portrayal of women (e.g. in advertising); and • the development of healthy relationships between men and women.

Long-term benefits

Individual and relationship	Organisational	Community	Societal
• Reduction in violence-related health problems and mortality • Improved interpersonal skills and family and gender relations • Reduced intergenerational transmission of violence and its impacts	• Violence prevention resources and activities integrated across sectors and settings • Organisations that value and promote respectful gender relations • Improved access to resources and systems of support	• Communities that value gender equity and respectful relationships between men and women • Reduced social isolation and improved community connections	• Reduced gender inequality • Improved quality of life for men and women • Reduced levels of violence and/or violence against women • Improved productivity

Where to Next?

- A review of the Framework

- Scoping of its use and effectiveness

- Who and How has it been utilised over the last 6 years?

- How might it be updated to address the current needs of the sector?

- What other resources might be needed to support the accessibility of the framework for future uptake by the range of sectors who will need it?

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