Giving the primary prevention of violence against women a sporting chance

Dr Melanie Heenan: Preventing Violence Against Women

Victorian Health Promotion Foundation (VicHealth), Australia
Defining primary prevention strategies

Primary prevention strategies:
• are implemented before the problem ever occurs; and
• aim to lessen the likelihood of boys and men using violence in the first place or girls and women suffering violence in the first place.
Closing the gap in a generation
Health equity through action on the social determinants of health

World Health Organization
Commission on Social Determinants of Health
Final report 2009
Closing the gap in a generation

Gender inequities are pervasive in all societies. Gender biases in power, resources, entitlements, norms and values, and the way in which organizations are structured and programmes are run damage the health of millions of girls and women.

WHO 2009, Closing the gap in a generation
"The kids saw it all. I was grabbed by the hair and he slammed my head into the shed wall. I fell and while I was on the ground he kicked me. Now the kids and I all sleep in the lounge. We are afraid he will break in and hurt us."

Karen

"If someone knocked on the door when I was arguing with my wife, I could stop mid-sentence – I would instantly become MISTER NICE GUY. The second they left it was like turning a tape recorder back on – I could start exactly where I left off.

George

"I moved out of the refuge, I am gradually coming off the medication and getting out more, to the parents’ club at the school and things like that. I could never have done that when I was with my ex – he just didn’t let me go anywhere."

Angela

"I always felt I was being watched and I suddenly became extremely nervous. I knew he would start exactly where I left off."

Karen George
Preventing violence before it occurs
A framework and background paper to guide the primary prevention of violence against women in Victoria

Development of an evidence based framework to inform government planning to prevent violence against women
## Preventing violence against women: A framework for action

### Key social and economic determinants of violence

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

<table>
<thead>
<tr>
<th>Individual and relationship</th>
<th>Community and organisational</th>
<th>Societal</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Belief in rigid gender roles and identities and/or weak support for gender equality</td>
<td>• Culturally-specific norms regarding gender and sexuality</td>
<td>• Institutional and cultural support for, or weak sanctions against, gender inequality and rigid gender roles</td>
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<tr>
<td>• Masculine orientation or sense of entitlement</td>
<td>• Masculine peer and organisational cultures</td>
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<td>• Male dominance and control of wealth in relationships</td>
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<tr>
<td>• Exposure to other forms of interpersonal or collective violence</td>
<td>• Use and acceptance of violence as a means of resolving interpersonal disputes</td>
<td>• Correlation</td>
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#### Theme for action: improving access to resources and systems of support

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<tr>
<td>• Social isolation and limited access to systems of support</td>
<td>• Weak social connections and social cohesion and limited collective activity among women</td>
<td>• Support for the privacy and autonomy of the family</td>
</tr>
<tr>
<td>• Income, education or employment</td>
<td>• Strong support for the privacy of the family</td>
<td>• Unequal distribution of material, emotional, and social resources (e.g., age, social status, gender, occupation)</td>
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<tr>
<td>• Relative labour force status</td>
<td>• Neighbourhood characteristics (e.g., service infrastructure, unemployment, poverty, collective efficacy)</td>
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<td>• Alcohol and illicit drug use*</td>
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<tr>
<td>• Poor parenting</td>
<td></td>
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<tr>
<td>• Personality characteristics and poor mental health*</td>
<td></td>
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<tr>
<td>• Relationship and mental conflict</td>
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<tr>
<td>• Divorce or separation</td>
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* Denotes increased risk of perpetration only

### Priority populations and preventative actions

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<thead>
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<th>Preventative actions</th>
</tr>
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<tbody>
<tr>
<td><em>Children</em></td>
<td><em>Research, monitoring and evaluation</em></td>
</tr>
<tr>
<td><em>Young people</em></td>
<td><em>Direct participation programs</em></td>
</tr>
<tr>
<td><em>Women and men</em></td>
<td><em>Organisational and workforce development</em></td>
</tr>
<tr>
<td><em>Indigenous communities</em></td>
<td><em>Community strengthening</em></td>
</tr>
<tr>
<td><em>Culturally and linguistically diverse communities</em></td>
<td><em>Communications and social marketing</em></td>
</tr>
<tr>
<td><em>Rural communities</em></td>
<td><em>Advocacy</em></td>
</tr>
<tr>
<td><em>Neighbourhoods affected by disadvantage</em></td>
<td><em>Legislative and policy reform</em></td>
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<tr>
<td><em>Women with disabilities</em></td>
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### 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

### Long-term benefits

<table>
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<tr>
<td><em>Reduction in violence-related health problems and mortality</em></td>
<td><em>Violence prevention resources and activities integrated across sectors and settings</em></td>
<td><em>Communities that value gender equity and respectful relationships between men and women</em></td>
<td><em>Reduced gender inequality</em></td>
</tr>
<tr>
<td><em>Improved interpersonal skills and family and</em></td>
<td><em>Organisations that value and promote respectful gender</em></td>
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<td><em>Improved quality of life for men and women</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><em>Reduced levels of violence and/or violence against women</em></td>
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</table>
…one factor remains constant in any framework that seeks to explain violence against women....
Tertiary response:
Systems that respond to violence against women after it has occurred (e.g. crisis centres, police response, criminal justice responses)

1 in 3 experience intimate partner violence after age of 15

45% of homicides are women killed by male partners

1 in 5 experience sexual violence after age of 15

Intimate partner violence - greatest contributor to women’s poor health (aged 15-44)

Economic cost approx $13 billion dollars (AUD)
Equal and respectful relationships
Reducing effects of prior exposure to violence
Non-violent norms
Access to resources and well resourced systems of support
Mobilised communities and leadership to prevent VAW
Properly enforced laws & procedures

Sports environments
Workplace
Local government
Faith communities
Schools
Social marketing

Eat your vegetables.

Don’t play with matches.

Finish your homework.

Respect women.

Awaiting instructions.

Your Role in Ending Violence Against Women in the African American Community

Family Violence Prevention Fund
Soul City

Garth Japhet, former CEO

Relationships and HIV

“The greatest gift is not love, health beauty; not even life. But choice…the greatest gift is choice.”
FOOTY WILD
THE GAME THAT ROARS IN SOUTH AFRICA
AFL’s Respect & Responsibility program

“We need to shift attitudes that have been embedded in the industry for a long, long time... making it clear that behaviour that demeans, harasses or harms women will not be part of this sporting code”

Andrew Demetriou, CEO, AFL
AFL as a social change vehicle

AFL management

AFL clubs and players

State league clubs and management

Community clubs and management

Community and society
AFL Father’s Day Campaign

1 min 30 sec

4 min 30 sec
AFL as a social change vehicle

- AFL management
- AFL clubs and players
- State league clubs and management
- Community clubs and management
- Community and society
FAIR GAME
RESPECT MATTERS
“…This policy tells us to look into the heart of our Game and into the culture of football and see what needs to change…”

Andrew Demetriou, CEO, Australian Football League
Ground announcement

Jonathon Brown, Captain, Brisbane Lions
Fair Game: Respect Matters

Companions
Fair Play

Spectators
Keep the fun
Nah good call!

Officials
Making good calls
Rub them off!

Senior Players
Stand up! Speak up! Think respect.
Grasn, He’s usually a nice bloke.

Only real footy talk ever here, sorry girls!

Hmmm... They’ve had more match day experience than he’s had!

Hmmm... after Not

VicHealth Respect and Responsibility

AFL VicHealth Respect and Responsibility

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Fair Game Project Officer
AFL Victoria
www.fairgame.org.au
Ph: (03) 8663 3000
Fax: (03) 9654 8664
Email: fairgame@afvic.com.au
Dear Coach:

My father was a violent man. His physical and verbal abuse terrorized my mother and all five of his kids. I was in my 50’s before I truly realized how much this experience has impacted my personality and relationships. But the cycle can be broken. We must teach our boys through our words and actions to respect women and to understand that violence is never a solution. It’s the most important coaching job I’ll ever do.

Joe Torre
Manager, NY Yankees
“Young boys and men who go to clubs in [club location] to play sport should not be manipulated... I have two boys. They are not guilty of any crimes, and nor should they be profiled by politically correct social engineers to be made to feel guilty. What next? Littering classes or gay tolerance programs?...

Moreover, brainwashing masquerading as a noble social cause is socially and politically dangerous.”
Dear Sir,

Unfortunately your understanding of this issue in the community does not take into consideration the facts. What we know is, that in spite of what may have been taught in the home, when a group of people come together, they will take on attitudes, values, social norms and behaviours that are sanctioned by the group members...

I will not stand by and do nothing. Moreover, I expect others, such as yourself and your sons to stand up and say violence towards women is wrong.

Kindest regards,
Mayor, [inner city] Council
“What we’ve known for years is the health impact, and the physical and social and economic consequences of VAW. 

Now we have the data. We know how much it costs, we know how much it hurts, we know how to respond to it and we know how to prevent it.

What we have to do now together is get on with it.”

Lyn Walker, Executive Manager Participation and Equity for Health Unit