



Media Release

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New regional toolkit - preventing violence against women

A group of G21 region health services is releasing a toolkit targeting people in the Geelong, Bellarine and Colac areas to promote clearer and more effective communication on preventing violence against women.

Speaking on behalf of the group, G21 CEO Elaine Carbines said the toolkit would help people communicate the complex topic in a way that can be understood by more people.

“The important role that gender equality in our community can play in preventing violence against women is a central theme of the toolkit,” Ms Carbines said.

The kit’s public release coincides with *International Women’s Day 2020* (8 March) when groups, organisations and individuals across the world celebrate women. This year’s theme is *#EachForEqual*.

“The toolkit is flexible enough for use by workplace managers, community leaders and communications professionals,” Ms Carbines said.

“It focuses on seven key messages about violence against women, showing how to communicate about them in everyday language. It also explains the various forms of violence, the health impacts and ways to prevent violence.”

Communication messages explained in the kit are:

1. Violence against women is never ok
2. Violence against women is a health problem
3. Violence against women comes in many forms
4. Women and men are both victims of violence, but not in the same way
5. Women of any background can be victims of violence
6. Gender equality prevents violence against women
7. We can end violence against women if we all work together





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“The region’s health workers know that violence against women is an issue clouded by myths and misconceptions. That’s why in order to reduce its prevalence and impact, better community understanding is needed,” Ms Carbines said.

“Violence against women is a serious widespread problem in Australia with one-in-six women having experienced physical or sexual violence by a partner. And one-in-four have experienced emotional abuse from a partner.

“The toolkit encourages us all to play a part in working toward gender equality, whether it’s in our home, our workplace, sporting clubs, classrooms or the boardroom,” Ms Carbines said.

The regional health services behind the kit are Barwon Health, Bellarine Community Health, Colac Area Health, the G21 Health & Wellbeing Pillar and Women’s Health & Wellbeing Barwon South West.

The *‘Health Literate Message Toolkit – To Prevent Violence Against Women’* can be read and downloaded at: bit.ly/PVAW_ToolKit

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