LA TROBE UNIVERSITY

Our Watch Evaluation Final Report

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Sofia 1970
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Acronyms

ACNC	Australian Charities and Not-for-profits Commission
AI	Artificial Intelligence
ANROWS	Australia's National Research Organisation for Women's Safety
AWAVA	Australian Women Against Violence Alliance
CEDAW	Convention on the Elimination of all Forms of Discrimination Against Women
DSS	Department of Social Services
DVDRT	NSW domestic violence death review team
KTE	Knowledge translation and exchange
LDA	Latent Dirichlet Allocation
LGBTIQ+	Diverse sex, sexuality and gender
MMAT	Mixed Methods Appraisal Tool
National Plan	National Plan to Reduce Violence against Women and their Children 2010–2022
NGO	Non-government organisation
NLP	Natural Language Processing
NME	National Media Engagement Program
NREEG	National Respectful Relationships Education Expert Group
NSO	National Sporting Organisation
RCT	Randomised Controlled Trial
SMC	Social Marketing Campaign
TFVPP	Tangentyere Family Violence Prevention Program
UN	United Nations
VicHealth	Victorian Health Promotion Foundation
WEL	Women's Electoral Lobby
WER	Workplace Equality and Respect Program

Evaluation Outcome

Our Watch was established in 2013 as a key initiative of the National Plan to Reduce Violence against Women and their Children 2010-2022 (the National Plan) to promote the prevention of such violence. The Fourth Action Plan of the National Plan set out the need to evaluate key initiatives to track progress and effectiveness of Our Watch's work.

Our Watch has and continues to meet the policy outcomes set when it was established, whilst also reacting to and driving developments in primary prevention knowledge, policy, and practice.

Our Watch has undertaken extensive work and shown substantial influence in the work of primary prevention of violence against women and their children in Australia. This has mostly been achieved at the government and organisational levels. Our Watch is less well known amongst individuals and businesses.

The impact of primary prevention activities is difficult to measure. There are currently insufficient measures and longitudinal evaluations to ascertain definitive change over time, particularly at the national level. However, this evaluation has identified that Our Watch has achieved extensive influence in the development of the field of primary prevention in Australia and its evaluated programs have shown influence in changing attitudes. With additional resources and support from Government, Our Watch's work will continue to deliver the aims of the National Plan to reduce violence against women and their children.

Our Watch's key successes include:

- developing a good quality primary prevention evidence base that can continue to be built upon
- demonstrating and promoting leading practices in primary prevention activities for others to follow
- being recognised and respected at the national and state government levels, as well as throughout the family, domestic, and sexual violence sector
- building individuals' and organisations' capacity and capability in undertaking primary prevention activities
- being highly valued by government, the specialist sector, and practitioners

Additional work is required from Our Watch. Areas for future focus include:

- working with practitioners in the field to understand and examine the success of programs and frameworks in practice
- increasing recognition of Our Watch amongst individuals and businesses in the wider community
- continuing to strengthen relationships with diverse communities across rural and regional Australia
- improving ease of access to, usability and adaptability of resources for practitioners across all communities in an intersectional approach

Throughout the evaluation, stakeholders expressed strong support for Our Watch and its work. Stakeholders feared losing what is seen as a vital, national resource that supports and drives the primary prevention of violence against women.

The following Report first summarises the independent evaluation of Our Watch before providing full detail of the evaluation process and findings.

Executive Summary

Our Watch was established in 2013 as a key initiative of the National Plan to Reduce Violence against Women and their Children 2010–2022 (the National Plan).

The Fourth Action Plan of the National Plan set out the need to evaluate key initiatives to track progress and effectiveness of Our Watch's work. This will inform future work in preventing violence against women and their children in Australia.

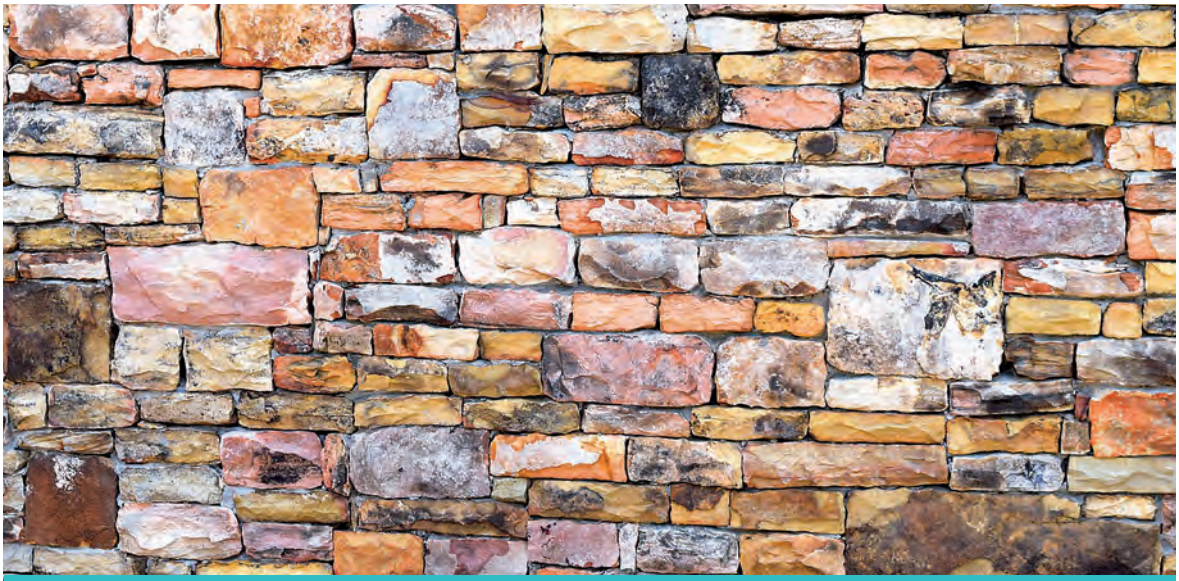
This report details the independent evaluation of Our Watch, by La Trobe University.

The Evaluation

The evaluation aimed to provide evidence and insights that could inform future policy and program delivery. The scope of the evaluation involved evaluating the effectiveness of Our Watch through its contribution to the primary prevention of violence against women. This included:

- the outcomes, impact, and performance of Our Watch
- the extent to which Our Watch has achieved desired policy outcomes as set out in the National Plan and associated Action Plans as well as Our Watch's Constitution (Policy Outcomes), and
- underlying operational and environmental factors affecting Our Watch's performance

Using a mixed-method approach, the evaluation was organised into three themes and seven sub-themes that supported answering 11 questions. Key findings, achievements and future opportunities are summarised in the Executive Summary against each theme. Detailed responses to each of the 11 questions are included in the body of the report.



Our Watch has undertaken and continues to undertake an enormous amount of work, in line with its original objectives set out in its Constitution as well as in response to national policy and events over time

THEME	SUB-THEMES	EVALUATION QUESTION
Promoting the prevention of violence against women and their children	Evidence building, leading practices, and knowledge translation	*To what extent is Our Watch building the evidence base on primary prevention?* *To what extent is Our Watch demonstrating and promoting best practise in primary prevention activities?*
	Our Watch's reach	*To what extent does Our Watch have national reach, in terms of both recognition and delivery of activities?*
	Capacity and capability development	*How has Our Watch contributed to the primary prevention capacity and capability of the organisations it works with, and the domestic, family and sexual violence sector more broadly?*
	Influencing attitudinal and behavioural change	*What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?*
Connecting into and delivering policy agendas	Delivering Policy Outcomes and Connecting with Policy Agendas	*To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment?* *How has Our Watch connected to and supported other national and state/ territory policy agendas?*
	Connecting to the International Primary Prevention Context	*How has Our Watch connected to and supported the international primary prevention context?*
	Internal and External Barriers and Facilitators to the work of Our Watch in Australia	*To what extent does Our Watch's operational model enable it to perform effectively on a national scale?* *What are the factors that have enabled or acted as barriers to progress in Our Watch's work?* *What are the key strengths and opportunities for improvement in Our Watch's work?*
Engagement with Diverse Communities		*To what extent has Our Watch engaged effectively with diverse communities?* • *Aboriginal and Torres Strait Islander* • *Culturally and linguistically diverse* • *People with a disability* • *Regional and remote* • *Diverse sex, sexuality and gender communities*

Summary of findings

Our Watch has undertaken and continues to undertake an enormous amount of work, in line with its original objectives set out in its Constitution as well as in response to national policy and events over time. In seven years, the organisation has successfully responded to, influenced, and driven research and policy across primary prevention of violence against women and their children. This has been particularly strong at the federal, state/territory and local government level. There is overwhelming support for Our Watch nationally across government, the specialist sector and priority setting organisations and practitioners. Stakeholders expressed strong support for Our Watch and its work that was accompanied with a fear of losing what is seen as a vital, national resource that not only supports but also drives the primary prevention of violence against women.

Our Watch has been prominent in responding to the National Plan and associated Action Plans set out by the Australian Government from 2010. Our Watch has influenced and supported all state and territory policy agendas, the extent to which has been affected by the different times at which States and Territories have become members of Our Watch since the organisation's inception.

Our Watch has had considerable impact on the development of national and state-based primary prevention policy. Policy in relation to the primary prevention of violence against women and their children has been fast developing over the last few years, following the first National Plan. This development has not occurred at the same time, or same pace, across Australia as is clear from the number of policies developed and implemented over that time. However, it is clear that policies have increasingly become more nuanced and sophisticated, as well as increasingly influenced by Our Watch's foundational work in both Change the Story and Changing the Picture.

Opportunities for further development exist in its national reach, particularly as States and Territories are now all members of Our Watch since 2019. To date, with unequal funding between members and different times at which State's and Territories' membership has commenced, relationships have been subject to the 'tyranny of distance'; diluting Our Watch's impact the further away organisations or practitioners exist geographically from Our Watch's key funding sources. Our Watch's reach is somewhat fragmented and a work in progress. Reach, both geographically and across communities, can continue to be strengthened through Our Watch's ongoing development of relationships with diverse communities across rural and regional Australia, such as Queensland and Western Australia. The evaluation has identified the potential for considering a review of Our Watch's constitution and governance structure, including re-examining the scope of Our Watch's activities and their target audience in order best leverage funding and resources.

The evaluation also identified broader work needing to be done in the field of primary prevention of violence against women and their children. Given the challenges in measuring the impact of behaviour change related to primary prevention activities, there is a need to develop comprehensive and consistent outcomes that can be tested. These will need to be tested longitudinally to best understand impact over time. This would then also support the need to move beyond process evaluations by supporting research and evaluation into a program's influence or impact on behaviours, attitudes, and knowledge.

Our Watch's key achievements

- Our Watch has drawn together a good quality evidence base on which both Our Watch and others working in primary prevention are building, which in turn has influenced policy development across national and state governments.
- Our Watch has extensive national reach at the policy and organisation level, both in terms of recognition and in delivery of its activities. Our Watch's key publications are engaged with by a broad range of organisations.
- Our Watch demonstrates and promotes leading practices in primary prevention activities. Our Watch has clearly driven the conversation of primary prevention across its social media platforms at the organisational level.

- Our Watch is recognised at the national and state government levels, as well as throughout the domestic, family, and sexual violence sector.
- Those who have engaged with Our Watch recognise Our Watch as building individuals' and organisations' capacity and capability in undertaking primary prevention activities, particularly through the resources that it provides — including both frameworks and training materials.
- Our Watch's work is highly valued by government, the specialist sector, and practitioners, but is less well known amongst individuals in the community and the business sector.

Key future opportunities

Our Watch should increase two-way knowledge exchange by having ongoing conversations with practitioners in the field to understand and examine the success of programs and frameworks in practice. Building evidence about what works in the primary prevention of violence against women is essential, and more work is needed to ensure knowledge translation and exchange strategies are evaluated to ensure effective communication between Our Watch and practitioners and development of leading practices.

Our Watch should seek to increase community recognition of its work amongst individuals and businesses within the community.

- The Government should reconsider Our Watch being all things to all people and re-examine how it can meet such broad objectives at the individual, community, and national level at all times or whether there is scope to prioritise these objectives.
- The members of Our Watch should consider refining the financial support provided to Our Watch, recognising that as Our Watch has matured there has been varying levels of maturity in primary prevention activities across States and Territories which has resulted in different levels and focus of funding over time. This will include financial support that enables longer funding cycles to better support facilitation of knowledge exchange between Our Watch and primary prevention practitioners.
- Our Watch's geographical location, as influenced by the membership of Our Watch, has also sparked an additional challenge in perceived knowledge of and access to Our Watch. The strength of engagement with Our Watch seems to diminish with distance from Melbourne. Our Watch should continue to strengthen relationships with diverse communities across rural and regional Australia, such as Queensland and Western Australia.
- Our Watch could improve ability to find resources, with improved navigation of the website, as well the accessibility and usability of the resources so that they can be adapted by individual practitioners across all communities in an intersectional approach.
- Our Watch has engaged with a diverse range of communities, particularly Aboriginal and Torres Strait Islander peoples, however additional work is required. Whilst Our Watch has started to engage with diverse sex, sexuality and gender communities, such engagement is challenging and may not always be fully relevant to Our Watch's scope of work given the diversity of these communities. Our Watch could also further develop engagement with people with a disability or those living in regional remote areas.

We provide a summary of the full evaluation findings across three themes.

KEY FINDING	FUTURE CONSIDERATIONS
Theme One: Promoting the Prevention of Violence Against Women and their Children	
Our Watch's program work has a strong evidence base, with evaluation data. Our Watch also demonstrates leading practices through provision of evidence-based resources to practitioners.	• Increase facilitation of two-way knowledge exchange between Our Watch and practitioners about what works, as frameworks, campaigns and programs are developed and implemented. This will include ensuring tailoring of products for the varying levels of knowledge and resourcing in the community. • Co-design could increasingly be adopted in program design and evaluation. • Enable longer funding cycles to better support facilitation of knowledge exchange between Our Watch and primary prevention practitioners.
Our Watch has extensive national reach at the policy and organisation level, both in terms of recognition and in delivery of its activities. Our Watch's key publications are engaged with by a broad range of organisations. However, what is less assured is its reach to individuals within the community.	• Capitalise on the social media platforms with greatest engagement, Twitter and Facebook, including leveraging the power of 'influencers'. • Standardise publication tracking e.g. DOI, stable URL, consistent metadata. • Revise existing surveys to track engagement with resources over time.
Support received from Our Watch for capacity and capability building is highly valued and frequently engaged with by organisations doing primary prevention. Participants highly valued and often engaged with Our Watch's resources.	• Review Our Watch's website to explore how the accessibility and utility of its resources could be increased e.g., adopting a 'clearinghouse' approach to the collection, classification and distribution of publications and resources.
Our Watch is influencing attitudes and behaviours. Evaluated programs showed influence in attitude change, particularly when engaging influencers of individuals being targeted by the program. Whilst it cannot be determined whether these individual programs influence attitude and behaviour change on a national scale, they show promise.	• Move beyond process evaluations by supporting research and evaluation into the program influence or impact on behaviours, attitudes, and knowledge. • Build outcome evaluations and funds for ongoing evaluation into programs. • Strengthen outcome measures e.g. develop a standardised measure of knowledge and attitudes relating to the gendered drivers and reinforcing factors of violence against women.
Theme Two: Connecting into and Delivering Policy Agendas	
Our Watch has been responsive to Government policy, particular the National Plan and associated Action Plans, and has been shown to connect and support all state and territory policy agendas. All States and Territories are now members of Our Watch since 2019.	• Continue to explore and promote Our Watch's role in, and support gained from, better facilitation and co-ordination of prevention activities, including the newly developed National Primary Prevention Hub e.g. promote a national plan to share information, provide clarity about responsibility, and create pathways between Our Watch, state/territory governments, and practitioners.

KEY FINDING	FUTURE CONSIDERATIONS
Despite this not being a core objective of their work, Our Watch is connecting beyond Australia's borders. The future possibilities for Our Watch's international impact may be limited by its current operational model.	• Although not within Our Watch's original scope, international connection could be beneficial: consider the establishment of an international primary prevention network, through which Our Watch could draw upon and transfer Australian developed knowledge. A network could provide greater dissemination of Our Watch's programs and collaborations for adapting work to other contexts.
Our Watch is seen as an important resource for organisations and practitioners, addressing all levels of Australian society strategically. However: • its operational model and funding structure promote a reactive rather than proactive response to primary prevention development; • stakeholders can be unclear as to who is primarily responsible for research into primary prevention of violence against women: ANROWS or Our Watch; • geographical distance, accessibility and acceptability of resources used across diverse contexts and communities, appropriate implementation of intersectionality in practice, is challenging to address and manage; • the overlap in primary prevention, secondary prevention and response practice across Australia means it can be challenging to focus on primary prevention alone.	• Consider a review of Our Watch's constitution and governance structure, including re-examining the scope of Our Watch's activities and their target audience in order best leverage funding and resources. • Strengthen existing engagement and partnerships with States and Territories to ensure Our Watch's work is representative of diverse population groups. • Improve national reach by ensuring the unique characteristics of the populations within States and Territories are represented 'equally', including reviewing and reconsidering financial contributions by all Members. • Review the constitution and governance of Our Watch, which will necessarily consider its scope, activities, funding, and national reach. This review should be regarded as an opportunity to explore opportunities for improved collaboration between Our Watch and other key organisations, such as ANROWS.
Theme Three: Engaging with Diverse Communities	
Our Watch has engaged with a diverse range of communities, particularly Aboriginal and Torres Strait Islander peoples. Whilst some engagement with diverse sex, sexuality and gender communities has occurred, this could be strengthened. Engagement with people with a disability or those living in regional remote areas could also be further developed.	• Consider how Our Watch's existing resources could be adapted and enhanced for diverse communities via the application of an intersectional lens. • Increase engagement with culturally and linguistically diverse communities, people living with a disability and those living in regional and remote areas on primary prevention of violence against women and their children, including how primary prevention activities are delivered where these communities also intersect.

Background

Introduction

The Fourth Action Plan of the National Plan to Reduce Violence against Women and their Children 2010–2022 (the National Plan) set out the need to evaluate key initiatives to track progress. This will inform future work in reducing violence against women and their children in Australia.

Our Watch was established under the First Action Plan of the National Plan. Our Watch's primary activity is outlined in Section 3.1 of its Constitution as being 'to promote the prevention of emotional abuse, sexual abuse and physical abuse, specifically, the prevention of violence against women and their children'.

Our Watch's Strategic Plan (p.10) sets out:

- Our Watch's vision as 'an Australia where women and their children live free from all forms of violence'
- Our Watch's purpose is 'to provide national leadership to prevent all forms of violence against women and their children'
- Our Watch's objective as being 'to change attitudes, behaviours, social norms and practices that underpin and create violence against women and their children'.

The Department of Social Services (DSS) commissioned this independent evaluation of Our Watch in 2020. This report details the independent evaluation by La Trobe Business School, La Trobe University.

Who is Our Watch?

Our Watch was established in 2013 in response to the First Action Plan of the National Plan, to

> *drive, at a national level, cultural and attitudinal change to prevent violence against women and their children from the ground up through community engagement and advocacy. It will involve more people across the Australian community in reducing violence against women, build community leadership, and bring together and support good practice primary prevention work* (Department of Social Services, 2013, pp.18–19)

Our Watch was to partner with Victorian Health Promotion Foundation (VicHealth)[1] and Australia's National Research Organisation for Women's Safety (ANROWS)[2] to:

> *develop the national framework and to enhance the evidence base, to build gender equality between men and women in families, communities, organisations and society* (Department of Social Services, 2013, p.19)

Our Watch is a Company Limited by Guarantee, established by the Commonwealth and Victorian Governments. Our Watch is regulated by the Australian Charities and Not-for-profits Commission (ACNC). Both the Commonwealth and Victorian Governments are the Principle Members of Our Watch, having signed up to the Constitution prior to Our Watch being registered as a company. All other Governments who joined as members after that point are Ordinary Members. All State and Territories, other than Victoria, are now Ordinary Members of Our Watch, although each signed up at different times since 2014 (for example, the Northern Territory signed up in 2014, whilst New South Wales signed up in 2019).

1 VicHealth had already developed a prevention framework: *Preventing violence before it occurs: A framework and background paper to guide the primary prevention of violence against women in Victoria (2007)* that was the foundation to the Victorian Government's work in primary prevention.

2 The National Plan envisioned a National Centre of Excellence, that would collate existing research and undertake new research to build an evidence for reducing violence against women and their children. This organisation became ANROWS.

The type of membership is connected to both the amount of funding provided to Our Watch, as well as voting rights. As Principle Members, the Commonwealth and Victorian Governments provide the most money in the form of annual Principle Base Funds. Ordinary Members then provide annual Base Funds. Principle Members have the right of one vote on a show of hands and two votes on a poll at a meeting of Members, whereas Base Members, all other States and Territories, have the right of one vote on a show of hands and on a poll.

The Principle Base Funds and Base Funds provide operational funding for Our Watch. Funding for additional programs or projects can be sought from, or is provided by, any of the Principle or Base Members (or other organisations).

Although a national organisation, Our Watch is geographically located in the State of Victoria, although recently appointed a representative located in Tasmania, funded by the Tasmanian Government.

Our Watch's Constitution sets out broad objectives related to the prevention of violence against women and their children. These objectives have been incorporated into Our Watch's Strategic Plan.

The work to address violence against women and their children in Australia

Although the National Plan was released in 2010, and the work of Our Watch commenced in 2013, the campaign to prevent violence against women and their children in Australia has a long history. Contextualising the inception of Our Watch is important so that we understand the ongoing development of their role as an organisation as well as the ongoing development of working in the prevention of violence against women and their children in Australia.

The Victorian Women's Trust acknowledge that:

> *150 years ago in Australia women had no political voice, few protections from poverty or harm and Indigenous women had no rights at all. We've come a long way since then, but there's still important work to be done.*[3]

Government policy that is gender-sensitive is recent occurrence in Australia. The women's right to vote was achieved in 1901, the Sex Discrimination Act was enacted in 1975, and Australia ratified the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) that had been adopted by the United Nations (UN) in 1983.

Certainly, starting with the second wave of feminism and the personal becoming political, the last fifty years have seen the Australian feminist movement work hard towards women's rights, gender equality, and safety for women and their children. In 1972, the Women's Electoral Lobby (WEL) met for the first time, in Melbourne, bringing together ten feminists in advocating for equality. During the 1972 federal election campaign, WEL ensured women's issues were on the agenda for the first time, with women administering surveys to ascertain political candidates' knowledge and activism around women's issues (Sawer, 2008). It is rare that contemporary election campaigns do not include women-specific policies (Sawer, 2008). The Women's Electoral Lobby grew rapidly with branches established across the country. Their work over the years has included the introduction of the equal pay principle, policy, and reform on issues such as violence against women, implementing discrimination legislation, and rape law reform.

Other movements such as International Women's Day and Reclaim the Night have ebbed and flowed over the years, from direct action to 'less disruptive events' (Sawer, 2008; p.269). Women mobilised to provide refuge to those needing to flee intimate partner violence, such work eventually leading to the establishment of women's refuges by federal government in 1975. Such advances have not always been sustained.

Women's health and political organisations have driven equality in Australia for many years, particularly across the 70s, 80s and 90s, and many have also advocated for the response to violence against

3 https://www.vwt.org.au/gender-equality-timeline-australia/

women and their children. Response has predominantly been the purview of the health sector, violence being a health issue with far reaching health and economic consequences for individuals and Australian society (Dyson, 2012). This was underlined by VicHealth's research into the prevalence of intimate partner violence and its health impacts in Victoria (Webster, 2004). Social workers in Australia were seen as 'agents of feminist resistance' over twenty years ago when working with victims of sexual assault (Carmody, 1997, p.453). Victoria has been recognised as a leader in response to and prevention of violence against women and their children work in Australia. The work of the Victorian government and their family, domestic, and sexual violence sector has been recognised internationally as a blueprint for community action, through to policy development and implementation (Dyson, 2012).

Violence against women and their children: defining primary prevention, evidence and best practice

The evaluation sets out to examine the performance and influence of Our Watch in primary prevention work against the objectives in their Constitution, and the ways it is building the evidence base for primary prevention.

The definitions for the key terms used in this evaluation are included below. These definitions were established following a literature review to understand how public health and medicine define and understand primary prevention and evidence-based practice, from where these terms originate.

Primary prevention

The field of public health developed a three-level model for prevention to address a range of physical and social health issues, which has been adapted for the prevention of violence against women and their children.

The three levels of prevention of violence against women and their children are:

- primary prevention, preventing violence from occurring in the first place
- early intervention as secondary prevention, prevention amongst high risk population groups and approaches that focus on immediate responses to violence to prevent progression
- tertiary prevention, provides safety and support for victims after violence has occurred (Dyson & Flood, 2008; Flood, 2011; Garcia-Moreno et al., 2015; Krug et al., 2002).

Primary prevention interventions do not target the individuals who are victims, survivors, or perpetrators of violence specifically, rather they challenge the attitudes, behaviours, and practices that justify, excuse, or condone violence (Arango et al., 2014).

In 1993 the UN declaration on the prevention of violence against women placed a strong focus on the promotion of gender equality. This included a call to action for Government to make the home and public spaces safer for women and girls, ensuring women's economic autonomy and security, and increasing women's participation and decision-making powers — in the home and in relationships, as well as in public life and politics (United Nations, 1993). Approaches and targets differ depending on whether the goal is a *reduction* (responding to victims and perpetrators to keep women safe and prevent further violence) or *prevention* of violence against women to eliminate violence against women.

Evidence

Evidence in health is the product of research that uses the scientific method (Worrall, 2010). What counts as evidence, or more specifically, good quality evidence continues to be debated (Worrall, 2010). The 'gold standard' for evidence is a systematic review of randomised control trials (RCTs). However, there is increasing debate as to the relevance of RCTs for evaluating complex social issues or for assessing the broad socio-ecological implications in impact effectiveness (Olson, 2019).

Not all evidence about the primary prevention of violence against women and their children is found in peer-reviewed academic literature (Mahood et al., 2013). Grey literature, which can be found in, for

example, dissertations and reports, accounts for a considerable body of evidence in this area. Primary prevention is a relatively new field of research and, as such, peer reviewed publications of high-quality studies are not as prolific as, for example, other health research. Evidence has been accumulating but the research underpinning it may not always meet the standards for being of high quality (well designed, systematic, methodologically rigorous, ethical). Evidence concerning the primary prevention of violence against women and their children often exists in grey literature, which is difficult to find and assess (Mahood et al., 2013).

According to Adams et al. (2016), knowledge in public health often accumulates from practice innovation and therefore, grey literature should not be dismissed as evidence. It must, however, meet the standard of high quality evidence, that is, it must build on previous evidence, be well designed, systematic, methodologically rigorous, ethical and, if it is not peer reviewed, it must at least be communicated to others in the field. It is then also imperative that such evidence is readily identifiable and accessible, and that it is consolidated to better enable reviews and dissemination about what works in primary prevention as it continues to develop over time (Haddaway et al., 2015; Mahood et al., 2013).

Evidence-based and best practice

In public health, evidence-based practice is variously defined as decision making based on 'a combination of scientific evidence and values, resources, and context' containing the following elements:

- 'making decisions using the best available peer-reviewed evidence (both quantitative and qualitative research)
- using data and information systems systematically
- applying program-planning frameworks (that often have a foundation in behavioural science theory)
- engaging the community in assessment and decision making
- conducting sound evaluation and disseminating what is learned to key stakeholders and decision makers' (Brownson et al., 2009, p.177).

As Brownson and colleagues (2009) reflected, achieving evidence-based practice in public health 'is likely to require a synthesis of scientific skills, enhanced communication, common sense, and political acumen' (p.177).

Given the relatively new field of primary prevention of violence against women and their children, evidence-based and 'best-practices' may not be terminology that is appropriate. The field is continually developing and, as such, 'leading' practices may be a better phrase to capture this dynamic space as well as the need to adapt and improve practices as our understanding of what works for whom, where and in what circumstances grows.

Also, rather than assuming that there is one 'best' way to deliver a program in public health and health promotion programs, the concept of best ***practices*** has been proposed (Farris, Haney & Dunet, 2004; Ng & de Colombani, 2015; Oyen, 2002). Ng & Colombani (2015) define best practices in public health as those which have been shown to produce desirable outcomes and are suitable for adaptation in other communities. They propose eight criteria for identification of best practices in public health. These include that:

- the context is relevant to the needs of the target group/s
- the process engages the community and involves key stakeholders
- the practice is ethically sound and can be reproduced or adapted with different communities and diverse populations
- that the outcomes are effective, efficient, and sustainable.

This framework may prove useful in the primary prevention of violence against women.

Knowledge translation and exchange

As Brownson et al., argue (2009), 'conducting sound evaluation and disseminating what is learned to key stakeholders and decision makers' (p.177) is part of decision-making and evidence-based practice.

Knowledge translation and exchange is an emerging science about the practical application of evidence (Spalding et al., 2015a). The World Health Organisation (2020) define knowledge translation and exchange as:

> *The synthesis, exchange, and application of knowledge by relevant stakeholders to accelerate the benefits and innovation in strengthening health systems and improving people's health.*

Knowledge translation and exchange has been described as what needs to be translated to whom, by whom, how, and with what effect (Lavis, Robertson, Woodside, Mcleod, & Abelson, 2003). As an emerging science a range of different models have emerged. Writing for ANROWS, Spalding et al. (2015b) present four theoretical models for knowledge translation and exchange as follows:

1. *science push model*, in which knowledge moves in one direction from research to practice
2. *dissemination model*, which proposes that dissemination strategies should be part of research design — this model is close to the push model in that practitioners are not involved in the research design
3. *demand-pull model*, which proposes that knowledge uptake will increase if practitioners are involved in developing research questions
4. *interaction model*, which advocates for co-operation between researchers and practitioners in all stages of the process from production of knowledge through to dissemination and utilisation (Spalding et al., 2015b).

It can be argued that the interaction model for knowledge translation and exchange is already in practice because of funding bodies' insistence on the inclusion of advisory groups and independent evaluation.

Having a clear understanding of what we mean by evidence and leading practices in the field of primary prevention of violence against women and their children is essential for evaluating the work of Our Watch.

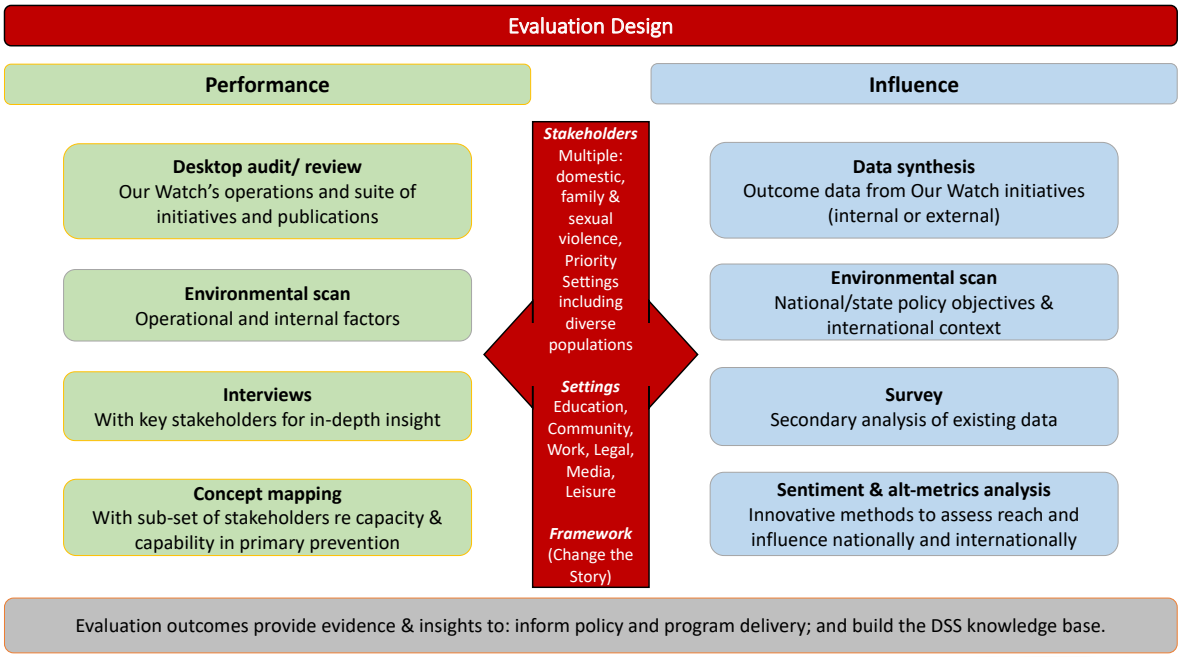
Evaluation Design

This evaluation focused on the following areas to assess the effectiveness of Our Watch's work in driving change for the primary prevention of violence against women and their children:

- Our Watch's outcomes, impact, and performance
- the extent to which Our Watch has achieved desired policy outcomes
- underlying operational and environmental factors.

The program of work ran across two interacting strands that reflected the four key areas of assessment: Our Watch's performance and Our Watch's influence (see Figure 1).

Figure 1. Evaluation design



The evaluation team used a multi-mixed-method approach to address the key areas and two interacting strands. The approach was bespoke, dynamic, and iterative.

The individual findings from methods chosen to examine these two key streams were brought together during analysis to provide a fully comprehensive insight into the work of Our Watch, their performance and influence on the primary prevention activity in Australia and its reach beyond our borders. The triangulation of the data collated through the individual methods answer the evaluation questions set by DSS (see Table 1). This has been a complex process, with many of the methods dependent upon or underpinning other methods for examination and often supporting responses to more than one evaluation question.

Table 1. Evaluation questions and associated method(s)

PERFORMANCE		IMPACT	
Question to answer	**Method used to answer**	**Question to answer**	**Method used to answer**
To what extent is Our Watch building the evidence base on primary prevention?	Desktop audit/ review	What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?	Data synthesis/ Sentiment analysis
To what extent is Our Watch demonstrating and promoting best practise in primary prevention activities?	Desktop audit/ review	To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment?	Environmental scan/Desktop audit/review
To what extent does Our Watch's operational model enable it to perform effectively on a national scale?	Environmental scan/ Interviews	How has Our Watch connected to and supported other national and state/territory policy agendas, and the international primary prevention context?	Environmental scan
What are the factors that have enabled or acted as barriers to progress in Our Watch's work?	Interviews/ Environmental Scan	To what extent has Our Watch engaged effectively with diverse communities, including Aboriginal and Torres Strait Islander, culturally and linguistically diverse, people with a disability, regional and remote, diverse sex, sexuality and gender communities and others?	All
What are the key strengths and opportunities for improvement in Our Watch's work?	Interviews/ Environmental Scan/Concept Mapping	To what extent does Our Watch have national reach, in terms of both recognition and delivery of activities?	Sentiment analysis/ Altmetrics
How has Our Watch contributed to the primary prevention capacity and capability of the organisations it works with, and the domestic, family, and sexual violence sector more broadly?	Concept Mapping/ Interviews		

This evaluation of Our Watch is presented thematically to best tell the story of its performance and influence over time. Further details of the evaluation process and the engagement of an Advisory Group can be seen in Appendices 1 and 2.

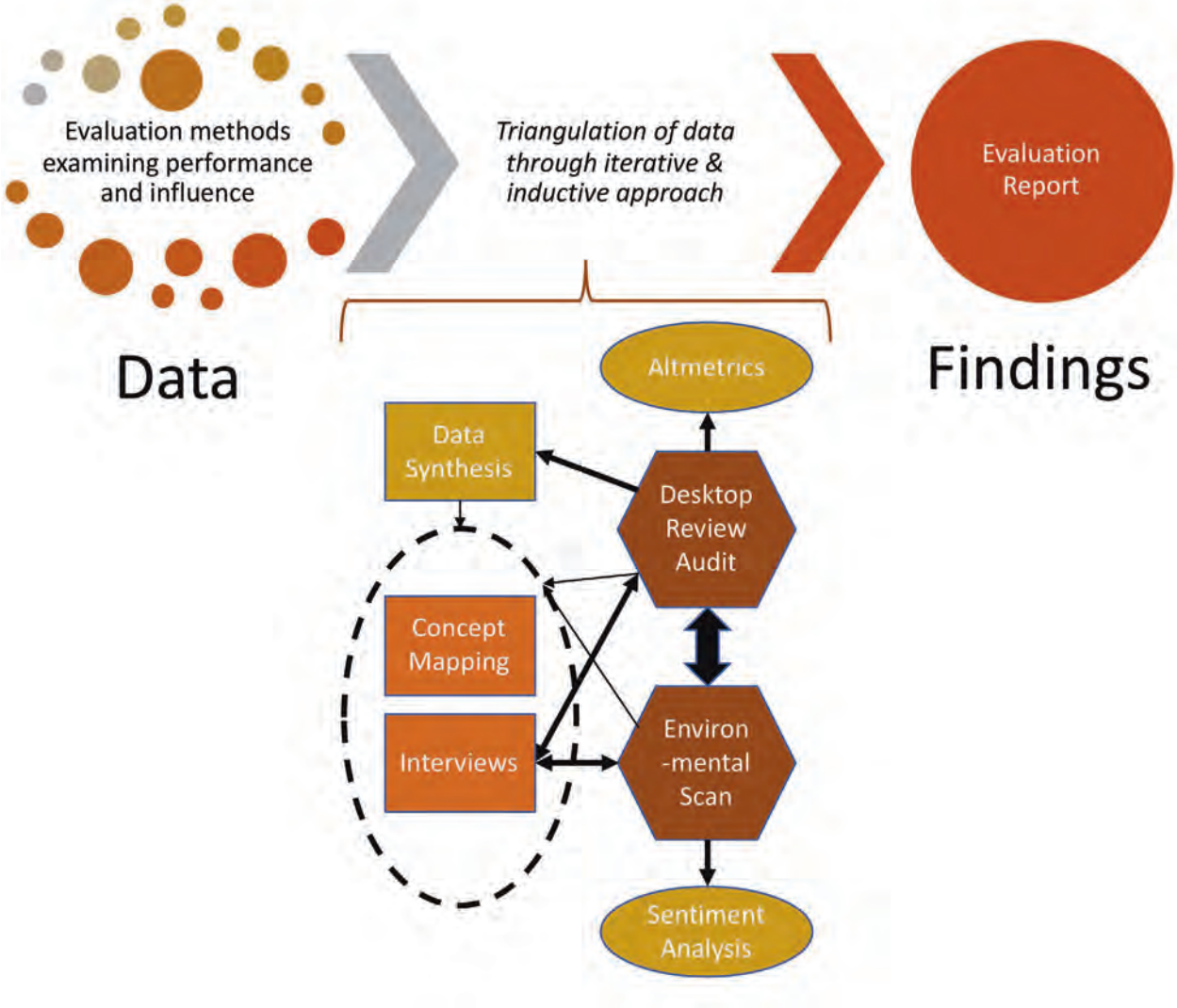
Evaluation Methods

Figure 2 below presents the pathway from the individual methods, through to the task of triangulation of data in analysis, and finally to the findings presented in this evaluation.

Each component, run by individual small teams and overseen by the chief evaluator, was intrinsically linked to one or more of the other components in the evaluation. An agile process was used to manage the various components as well as communication across the evaluation team and with both DSS and Our Watch (Van Ruler, 2019). Each component of the evaluation needed to iteratively respond to other components as information was gathered and analysis undertaken on an ongoing basis.

The field of primary prevention of violence against women and their children, as previously discussed, is constantly in development. This evaluation was also undertaken during COVID-19 and a time of significant stress for those working in the field. As such, this evaluation is predominantly formative, in looking forward, rather than summative, only looking back through the measurement of objective achievements. We used an agile process to respond quickly and effectively to the environment and the findings of the evaluation as they progressed, focusing on the needs of DSS and their ultimate focus on developing and rolling out the next National Plan.

Figure 2. Pathway from methods to findings



We first present the methodological detail before reporting thematically the findings as they relate to each of the evaluation questions. As previously reported, the methods used often spoke to several evaluation questions.

Document analysis: Desktop audit/review and environmental scan

The desktop audit/review anchored the evaluation process by informing all other components and responding directly to several evaluation questions. Documents were analysed to address evaluation questions concerning evidence building, demonstrating, and promoting leading practices, connecting with the Australian and international contexts, as well as internal operational effectiveness. This also provided insight into engagement with diverse communities. Both were underpinned by the preliminary literature review on what the terms 'evidence', 'best practice', and 'knowledge translation and exchange' are, as detailed in the Background to this evaluation.

The document analysis supported the understanding of the history and current context in which Our Watch works as well as the organisation's productivity over time considering original expected activities. Driving the search for relevant documentation to review, we addressed the following sub-questions:

- How was Our Watch established?
- What has Our Watch done since its inception?
- What significant events have occurred across Australia since Our Watch was created, across policy and in relation to violence against women and children more broadly?
- What has happened internationally since Our Watch's inception?

Further details of these methods is provided below.

Desktop audit/review

The desktop audit/review examined the extent to which Our Watch are building on the evidence base for primary prevention.

The audit identified as many Our Watch publications as possible, first in the public domain, and then with the assistance of Our Watch. In all, 175 documents were identified, including published and unpublished reports, and a range of foundational, supporting, and associated material produced by Our Watch since its inception. The documents were closely read and reviewed.

The audit:

1. informed the list of publications to analyse via Altmetrics
2. provided key timelines across which to focus the sentiment analysis
3. sourced program outcome data for synthesis
4. supported the provision of individual and organisation contacts for recruitment to interviews and concept mapping components of the evaluation.

The desktop audit/review analysis started with a timeline of the development of Our Watch's evidence-based practice. In its initial five-year strategic plan, Our Watch identified four streams of work: the media; engaging and educating individuals and the community; work in settings; and influencing policy development in all levels of government and institutions. These were used as headings to frame the review and understand Our Watch's approach to evidence building. Where relevant, each document was analysed to understand the resource development process employed, whether it had been evaluated, and whether knowledge translation and exchange were included.

Environmental scan

The Environmental Scan was designed to examine 1) Australian federal and state-based policy at the commencement of Our Watch through to the end of 2019; 2) the international primary prevention context; and 3) Our Watch operational factors.

The environmental scan undertook the following:

1. establishment of a timeline of the work delivered by Our Watch since its inception as it relates to Government primary prevention policy development and delivery
2. identification of trends and events that have influenced and been influenced by national and international primary prevention policy developments during that time and where Our Watch connects
3. investigating connections with the international context
4. a review of Our Watch's operations, including constitution and structure.

National and state policy addressing violence against women and their children was sourced by a desktop search of all relevant policy documents (including violence against women, family violence and women's policies) at the federal, state and territory levels since the National Plan. We used online searching strategies, targeting state and federal government departments as well as the team's own knowledge of the field over the last decade.

Key national events identified included federal, state and territory policy launches, funding announcements, introductions and amendments to law, primary prevention media campaigns, and high-profile national media coverage of violence against women and their children incidents in Australia.

A database of policies was developed, summarising relevant information to support analysis and synthesis. This included capturing the high-level components of policy documents such as purpose, main themes and objectives, along with any primary prevention specific policy objectives, strategies and implementation details.

Given the scope of examining the international context, the team undertook a more targeted approach. Using existing knowledge of the field and international contacts, the team established key events and examined key organisations of relevance to primary prevention. Furthermore, correspondence was undertaken with the team's international contacts to examine trends and connections with the work of Our Watch.

Stakeholder engagement: Interviews and concept mapping

The interviews and the concept mapping primarily came together to satisfy evaluation questions pertaining to performance. However, they also fed back into the desktop audit/review and the environmental scan as well as providing insights to support analysis of Our Watch's influence.

Interviews sought to elicit the perceived strengths, weaknesses, enablers and barriers to Our Watch's work. The concept mapping component was used to elicit perceptions about Our Watch's capacity and capability building of organisations and practitioners across a range of settings.

Stakeholder engagement sampling

Inclusion criteria covered services and groups engaged in responding to or preventing violence against women in some way (either as a primary part of their role or identified as a potential element within their usual work). Both established users of Our Watch services or resources and others that were less engaged were targeted. Inclusion criteria included workers from mainstream services in the public, private and community sectors, and those that worked with or represented Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, people with disabilities, regional and remote communities, and people from sex, sexuality, and gender diverse communities. Priority settings included (but were not limited to) education, health, workplaces, faith communities, the arts, sport and recreation, the media, popular culture, legal and public spaces, as well as state and local government representatives.

Purposive sampling was conducted. The main objective of purposive sampling is to produce a sample that can be logically assumed to be representative of the group under study. This is often accomplished by applying expert knowledge to select a sample that represents a cross-section of the group to be studied (Battaglia, 2011). As a result of the Desktop Audit/Review and the Environmental Scan, 240 potential

organisations and stakeholders were identified as meeting the inclusion criteria. The interview component also used snowball sampling to find additional contacts once interviews commenced.

The interviews and concept mapping targeted slightly different cohorts. Given the concept mapping component asked about capacity and capability building, stakeholders approached to take part were those who had at least a moderate engagement with Our Watch's work. By moderate engagement, we mean having had direct collaboration with Our Watch or having engaged with its resources/work (for example, a practitioner who is using the resources on Our Watch's website). Interviews sought to recruit a broader range of potential engagement with Our Watch.

To ensure breadth of voices amongst the interviews and concept mapping components, we developed a matrix consisting of three elements to determine whether a potential stakeholder:

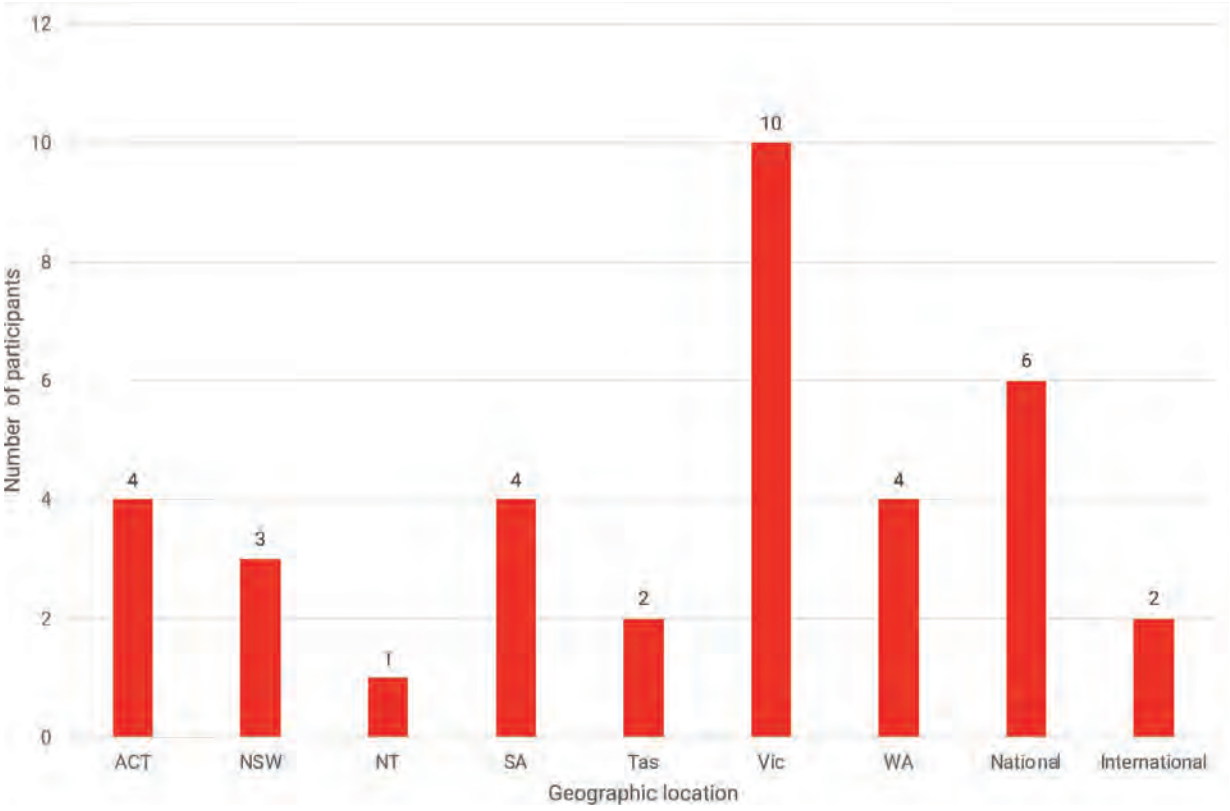
1. represented a priority population group — Aboriginal and Torres Strait Islander peoples, women with disabilities, people from culturally and linguistically diverse communities, those working with rural and remote communities, and diverse sex, sexuality and gender communities (LGBTIQ+) community
2. aligned with a priority setting (as set out by Our Watch in Change the Story) such as Education (child/tertiary); Community and Health services/organisations; Workplaces, Legal/Justice, Media; and Leisure (sport, arts etc)
3. was based in/focused on work Nationally or locally within a particular State/Territory — to ensure a diverse coverage of Australia.

Interviews

We successfully undertook 32 interviews with 35 participants (one group interview).

The response rate to the invitation to participate was approximately 49%, that is, just under half of all invited participants responded and took part in an interview. Participants identified as being local, state, national or international in their work. All States except Queensland were represented (see Figure 3).

Figure 3: Participants by geographic location



All participants were involved in response and/or prevention in some way. Many participants had multiple roles across population groups and/or settings. Table 2 below shows the participants by sector.

Table 2: Interview participants

PARTICIPANT TYPE BY SECTOR	NO.[4]
Community sector	18
State government	12
Private sector	4
Peak body	3
Local government	2

Of those sectors listed in Table 2, this included the following participants:

- one survivor advocate
- two participants working in primary prevention only
- seven participants working across both prevention and response
- fifteen participants working in primary prevention priority settings
- six participants working nationally or for a national organisation

Throughout this evaluation participants are identified by the sector they represent and their State (if relevant).

A semi-structured approach to interviews was used. This approach follows a pre-determined framework but is flexible enough to follow unexpected themes if they emerge. Following the environment scan, audit and evidence review phases of the evaluation, interview questions were developed that covered the topics of perceived strengths, weaknesses, enablers and barriers to Our Watch's work.

Concept mapping

Concept mapping is a structured conceptualisation method designed to organise and represent ideas from a participant group. It is a participatory mixed-methods approach.

Further details of this method can be seen at Appendix 3.

Participants were invited to participate by setting up their own unique log-in to an online portal and taking part in two phases: 1) brainstorming statements, and 2) sorting and rating statements.

Participants were provided with a prompt from which to brainstorm statements. The focus prompt was:

How has Our Watch supported you and your organisation in the work you do to prevent violence against women?

Participants were able to respond to the question as many times as they chose. The evaluation team then 'cleaned' the statements by ensuring each one was unique and that there were no repeated statements between the participant group. Once 'cleaned', participants sorted the statements into groups with perceived similarity and gave them each a label (theme).

4 Some participants worked across more than one sector.

Participants were then asked to rate each statement, as follows:

1. On a scale from 1 (least valuable) to 5 (most valuable), how valuable is this type of support from Our Watch to the work of your organisation?
2. On a scale from 1 (least often) to 5 (most often), how often do you or your organisation engage with this type of support from Our Watch?

A total of 27 participants brainstormed 69 unique ideas in response to the focus prompt, following which 14 participants continued to the sorting and ranking phase. Details of the participants can be seen in Table 3. Participants predominantly identified as female (no.=22; 79%) and they or their organisation worked with the whole community (no.=20; 67%). There was breadth of voices across settings and geographic location of their work, although we missed voices specifically from Tasmania and the ACT. Primary prevention was a considerable component of the work participants undertook.

Reach and influence: Altmetrics, sentiment analysis, data synthesis

Primarily these quantitative methods sought to address the evaluation questions pertaining to:

- Our Watch's reach
- Our Watch's influence in changing attitudes and behaviours to prevent violence against women.

They sought to understand access to Our Watch's resources, engagement with Our Watch and the conversations being driven by Our Watch to the broader community, as well as potential indications of influence in attitude and behaviour change. This was done through reviewing publication references nationally and internationally, analysis of social media engagement (including both quantity and quality of engagement) and synthesising the outcomes of evaluated programs directed or commissioned by Our Watch.

Altmetrics

Altmetrics provide detail of publications' citations by non-traditional sources and are used to gauge broader impact of publications outside of the narrow scope of academic literature. The term came to prominence around 2011 with the altmetrics manifesto (Priem et al., 2010).

These are typically gathered for items that have a persistent unique identifier (usually a DOI[5]) and so most of the available tools and methods are based around that. For grey literature, such as the Our Watch reports, it must be done manually. Additionally, the URLs for the reports have changed over time, so cannot be searched for by URL within the HTML.

We focused on the following key Our Watch publications:

- Change the Story
- Change the Story — 3 Years On
- Counting on Change
- Change the Picture
- Men in Focus
- Respectful Relationships Education in Schools

5 The DOI® System enables a 'persistent actionable identifier' that is then used on digital networks. This makes the publications more easily identifiable and searchable via standard search engines such as Google Scholar. The DOI identifier will enable a user to locate the pdf of the publication. If the URL changes, the DOI will automatically locate the new URL leading to less link breakages

Table 3: Concept mapping participants

		NO.	%*
Gender	Female	22	79%
	Male	5	18%
	Non-binary	1	5%
Work setting	Domestic, Family and Sexual Violence	11	38%
	Other*	6	21%
	Community	3	10%
	Education	3	10%
	Workplace settings, Legal, justice and corrections, Media and advertising	3	10%
	Government Department/Office	3	10%
Population group worked with	The whole community	20	67%
	Other#	5	17%
	Aboriginal and Torres Strait Islander	4	13%
	People with disability	1	3%
Jurisdiction	National	12	32%
	Victoria	9	24%
	Queensland	5	13%
	New South Wales	4	11%
	Northern Territory	4	11%
	South Australia	2	5%
	Western Australia	2	5%
Extent of role working in the primary prevention of violence against women and their children?	1 — not at all	0	0%
	2	4	14%
	3	4	14%
	4	9	31%
	5 — major part of my role	12	41%

* other included: Statutory Authority (x2); multiple settings; Women's Health Services; policy

other included young women, all women (x3), indirect policy work

Although citations in academic literature were checked (Google Scholar most broadly construing 'academic literature'), citation outside of academia are likely a better reflection of reach and engagement in this case. Systematic searches were performed through Google news, Google (separated out by sites based in the CANZUK[6] countries and the USA[7]), Twitter, and Wikipedia. We aimed to screen out items by organisations merely commenting that they had been included in the Our Watch reports and talks directly by Our Watch contributors.

Altmetrics that we traced include:

- micro-citations (e.g., social media posts);
- informal literature (e.g., blogs and Wikipedia);
- professional literature (e.g., news, reports, and policy).

There is, of course, a huge difference between a news story that focuses largely on an output, versus one that only happens to mention it in passing but this is non-trivial to separate out at scale. Our analysis highlights items that focus in detail on the output.

Social media sentiment analysis

Sentiment analysis of social media includes two key components:

1. firstly, analysing engagement in terms of volume, variety and frequency — for example, how many users are responding to Our Watch on social media platforms, and the topics that are being engaged with
2. secondly, the way in which people are engaging — for example, the emotions being displayed through that engagement to better understand the potential influence Our Watch is having in primary prevention promotion and attitudinal/behavioural change.

Full details of this methodology can be found in Appendix 4. It uses Artificial Intelligence algorithms and Natural Language Processing/Understanding techniques to extract, explore, analyse, and then synthesise content about Our Watch. We conducted the analysis across the four main social media platforms:

- Twitter
- Facebook
- Instagram
- YouTube

We worked closely with Our Watch to extract publicly accessible social media data from their social media accounts whilst maintaining anonymity, privacy, and confidentiality. Data extraction occurred over several days, with data extracted from the start of Our Watch's social media use through to mid-2020. Analysis focused on the period from 2014 to 2020.

Three analyses were undertaken:

- topic analysis — identifying what people discuss and what are the most prominent themes of discussions
- emotion and sentiment analysis — evaluating the emotions expressed by people towards Our Watch and the topics engaged with on the various social media platforms. The emotions extracted follows a model of eight distinct, basic, human emotions (Plutchik, 1982), which are: anger, sadness, surprise, fear, trust, joy, anticipation, and disgust
- toxicity — identifying abusive language use.

6 Canada, New Zealand, UK

7 News searches have to either be fully pooled, or split on a per-country basis. Initial pooled searches did not find any coverage in non-English language news, so more detailed per-country searches focused only on sufficiently similar English language countries.

The outcomes generated by these analyses were visualised on an interactive analytics dashboard. This dashboard provided a visual representation of the outcomes and enabled the team to interpret the data from multiple viewpoints as well as to analyse data at the smallest/highest level of granularity/detail.

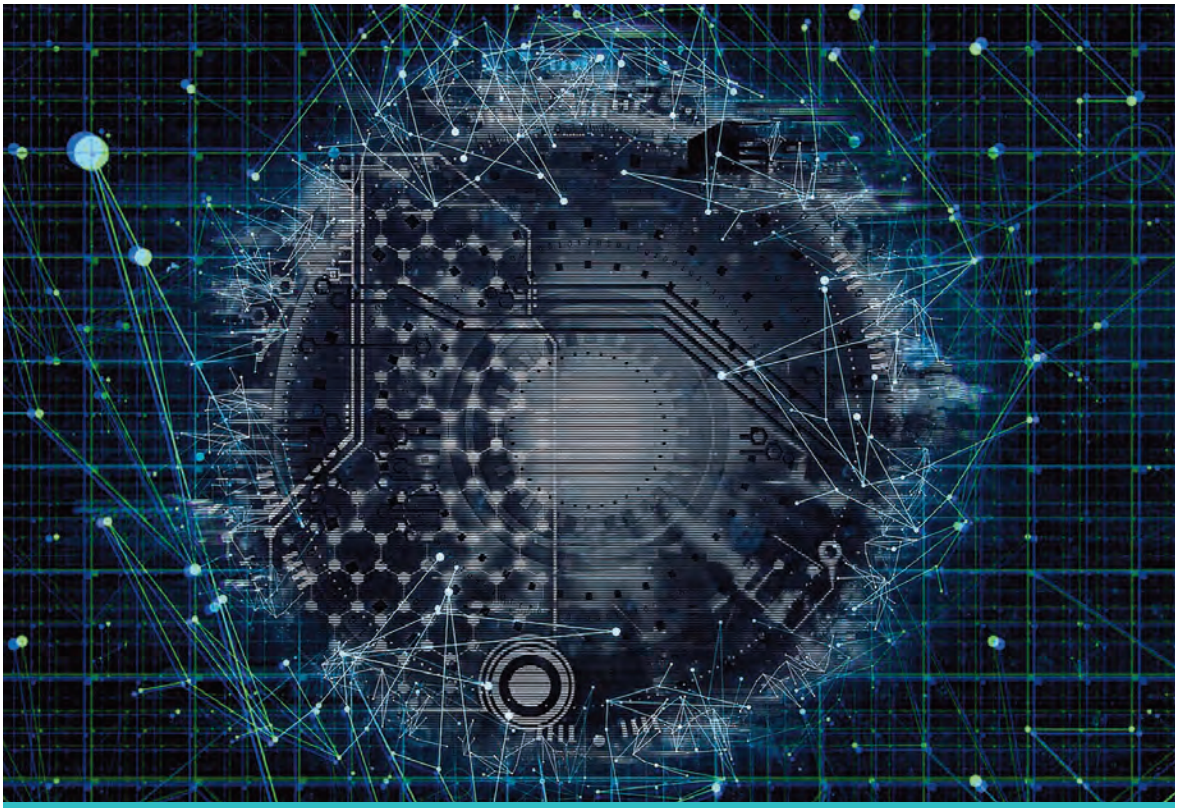
Data synthesis

The aim of this component of the evaluation was to review program evaluation reports of Our Watch programs and interventions that include some degree of outcome data. We used this data to assess the degree of evidence available that indicates Our Watch's influence on changing attitudes and behaviours to prevent violence against women and their children.

Programs that had been evaluated and their associated documents were sourced through the desktop audit/review component of the evaluation. Our focus was on evaluations with outcome data on changes in attitude or behaviour, rather than process or output type evaluation. Final inclusion of programs for synthesis was determined by three evaluation team members.

Data reported in the evaluation documents for each of the programs was extracted, including information about the program, evaluation methods, and findings. A quality rating and conclusiveness assessment were then conducted that identified the quality of the evidence being presented and the conclusiveness of the outcome evaluation findings.

A full description of the documents and data extracted can be seen in Appendix 5.



The field of primary prevention of violence against women and their children is constantly in development … We used an agile process to respond quickly and effectively to the environment and the findings of the evaluation as they progressed

Evaluation Findings

The evaluation findings are presented as three key themes, each with subthemes. These then address the established evaluation questions.

Table 4: Evaluation findings themes and associated evaluation questions

THEME	SUB-THEMES	EVALUATION QUESTION
Promoting the prevention of violence against women and their children	Evidence building, leading practices, and knowledge translation	To what extent is Our Watch building the evidence base on primary prevention? To what extent is Our Watch demonstrating and promoting best practise in primary prevention activities?
	Our Watch's reach	To what extent does Our Watch have national reach, in terms of both recognition and delivery of activities?
	Capacity and capability development	How has Our Watch contributed to the primary prevention capacity and capability of the organisations it works with, and the domestic, family and sexual violence sector more broadly?
	Influencing attitudinal and behavioural change	What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?
Connecting into and delivering policy agendas	Delivering Policy Outcomes and Connecting with Policy Agendas	To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment? How has Our Watch connected to and supported other national and state/territory policy agendas?
	Connecting to the International Primary Prevention Context	How has Our Watch connected to and supported the international primary prevention context?
	Internal and External Barriers and Facilitators to the work of Our Watch in Australia	To what extent does Our Watch's operational model enable it to perform effectively on a national scale? What are the factors that have enabled or acted as barriers to progress in Our Watch's work? What are the key strengths and opportunities for improvement in Our Watch's work?
Engagement with Diverse Communities		To what extent has Our Watch engaged effectively with diverse communities? • Aboriginal and Torres Strait Islander • Culturally and linguistically diverse • People with a disability • Regional and remote • Diverse sex, sexuality and gender communities

We present the findings associated with each theme below.

Theme 1: Promoting the prevention of violence against women and their children

As a key objective of Our Watch from its inception, this theme encapsulated the following subthemes:

- evidence building, leading practices, and knowledge translation
- Our Watch's reach
- capacity and capability development
- influencing attitudinal and behavioural change.

The themes represent the overall pathway of Our Watch's work from framework development built upon an evidence base, through to changing the attitudes and behaviours in Australia in order to prevent violence against women and their children. This is represented by Figure 4 below.

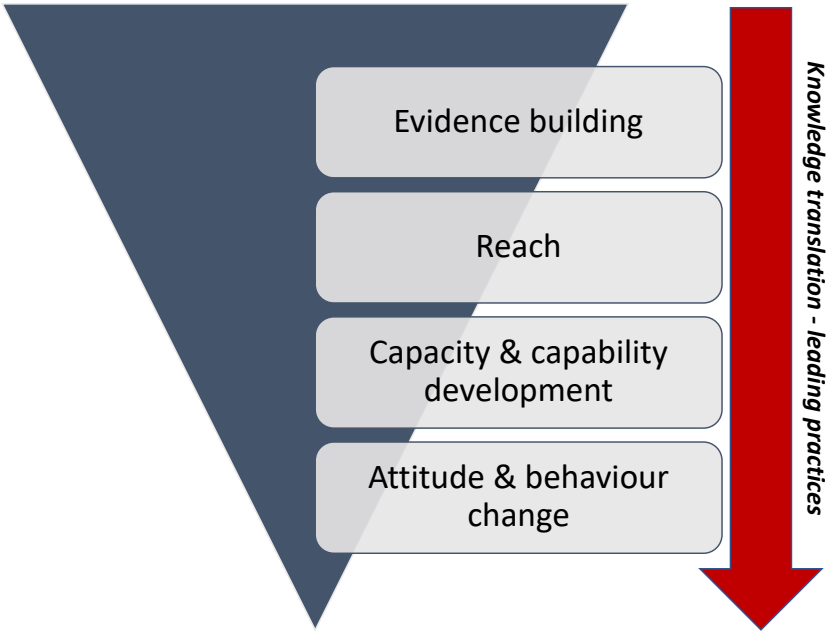


Figure 4: From evidence to change

The evaluation found that Our Watch continues to successfully assimilate and build the evidence base on primary prevention, as well as demonstrate leading practices through its development and delivery of resources. There is an opportunity for more work to be done in ensuring knowledge translation and exchange strategies are evaluated.

Our Watch has extensive national reach particularly at the policy and organisation level. However, what is less assured is its reach to and influence of individuals within the community.

Support received from Our Watch is both highly valued and frequently engaged with by the organisations Our Watch works with in building capacity and capability to undertake primary prevention activities. Given the high value placed on resources provided, there is further opportunity to develop effective navigation, accessibility, and usability of these resources.

Despite the diversity of the programs being developed and delivered, influence in attitude change at the individual level was shown.

Evidence building, leading practices, and knowledge translation

Relevant evaluation questions:

1. To what extent is Our Watch building the evidence base on primary prevention?
2. To what extent is Our Watch demonstrating and promoting best practise in primary prevention activities?

Our Watch's program work has a strong evidence base, supported by evaluation data. Our Watch also demonstrates leading practices through provision of evidence-based resources to practitioners. There is an opportunity to increase facilitation of two-way knowledge exchange between Our Watch and practitioners about what works, as frameworks, campaigns and programs are developed and implemented.

Our Watch is undertaking a substantial amount of work in assimilating and therefore building the evidence base on primary prevention as it currently stands. Our Watch is also demonstrating leading practices through their various resources being provided to practitioners, which are built upon sound, good-quality evidence reviews. However, more could be done to maximise their opportunities to build upon practitioners' knowledge and evidence from the field thereby developing strong knowledge transfer and exchange.

We provide a detailed examination of Our Watch's work in Appendix 6, where key publications, programs, and campaigns are described alongside details of evidence base development, evaluation and knowledge translation and exchange. It is clear that Our Watch has developed a substantial body of work in its first seven years.

Our Watch's flagship publication and framework for primary prevention, *Change the Story*, is built not only on high quality evidence incorporating both a comprehensive literature review of both academic and grey literature, but also practice expertise based on nation-wide consultations with a range of experts working in prevention. In 2019 *Change the Story Three Years On* (2019c) was published. This provided reflection on the uptake and response to *Change the Story*.

As knowledge and understanding about the complexity of family, domestic, and sexual violence has developed since *Change the Story*, further evidence-based publications have been developed that explore the ways in which it affects or interacts with different cohorts. These include, for example, Aboriginal and Torres Strait Islander communities, LGBTIQ+ communities, and masculinities. Work has also started on understanding the ways in which the intersections of difference operate in both specific and wider communities (Our Watch, 2017a; 2018a, c; 2019b). An intersectionality strategy was developed in 2018 (Our Watch, 2018a), and is monitored by a working group (although the process for such implementation is unknown). An evaluation of Our Watch's intersectionality strategy is planned. With regards to the LGBTIQ+ community, Our Watch partnered with La Trobe University in reviewing existing international and national evidence pertaining to family violence against LGBTIQ+ people (Our Watch, 2017e). Our Watch also undertook a comprehensive evidence review on masculinities in 2019.

One of the biggest developments since *Change the Story* has been *Changing the Picture* (Our Watch, 2018c). It was developed in 2018, in consultation with an Aboriginal and Torres Strait Islander Advisory Group. Our Watch developed a background paper to inform and support the development of the resource. An Advisory Group provided guidance, advice, and expertise to Our Watch to ensure the voices of Aboriginal and Torres Strait Islander men were also heard in acknowledgement of their importance in preventing violence against women. The background paper provided the evidence, analysis, and conceptual approach that underpins the resource and supports the approach to prevention. An explanatory model is presented to explain three underlying and intersecting drivers of violence against Aboriginal and Torres Strait Islander women. It also provides a rationale for *Changing the Picture*, and is directed

towards researchers, policy makers, program designers and anyone else wishing to develop an in-depth understanding of the research, literature, and practice evidence about violence against Aboriginal and Torres Strait Islander women.

Following the development of the background paper the *Changing the Picture* resource was also developed in 2018 to guide Our Watch's work with Aboriginal and Torres Strait Islander people as well as other organisations working to prevent violence against women. Prevention actions identify the gendered drivers of violence against Aboriginal and Torres Strait Islander women and call for the legacies and impacts of colonisation to be addressed.

The development launch and training for staff and practitioners of *Changing the Picture* was externally evaluated in 2019 for DSS. The evaluation findings were positive; the report identified that the leadership of Aboriginal and Torres Strait Islander people and organisations was prioritised, that awareness raising forums were held, the target audience was achieved, and that the resource is intersectional and culturally appropriate. There were calls for the resource to be simplified and more practical. The evaluation notes that it relied strongly on secondary data collected by Our Watch, which was difficult to analyse and had notable gaps.

Aside from its primary objective of building frameworks for primary prevention, in its initial five-year strategic plan Our Watch identified four streams of work:

- The media
- Work in settings
- Engaging and educating individuals and the community
- Influencing policy development in all levels of government and institutions.

The media

Our Watch's work in/with the Media, identified as a key site for primary prevention in the National Plan (Commonwealth of Australia, 2010), showed several phases to developing the National Media Engagement Program (NME) (Sutherland et al., 2016a,b; Sutherland et al., 2017), including work conducted through ANROWS. A variety of resources were developed, although it is unclear to what extent these were piloted. The NME in its entirety was evaluated. Limited knowledge translation was conducted via the sharing of evidence reviews and primary research on the Our Watch website. However, a variety of resources were created for capability and capacity building. It is unclear whether findings from the evaluation reports have been shared or translated for knowledge translation purposes, although a summary of the phase one evaluation was included as an appendix in Sutherland et al.'s (2017) paper. No knowledge exchange or feedback loop was found to demonstrate that NME program users had provided feedback to inform ongoing program development.

Work in settings

Our Watch's Work in Settings shows a solid evidence base. For primary prevention work through sport, a literature review was commissioned, and a report based on the review titled *A Team Effort* was published (Liston, Mortimer, Hamilton, & Cameron, 2017). The resources made available to a broad range of sport stakeholders shows evidence-based knowledge translation. Whilst process and outcome evaluations were conducted, no impact evaluation has yet been undertaken. As such, it seems that the Sport Engagement Program was developed and implemented using best, evidence-based practice and evaluated. Knowledge translation resources to ensure learning from the program is available to sports beyond the participating organisations have also been developed. But without further impact evaluations, and knowledge exchange from practitioners, it is unclear whether the Program is building evidence.

In relation to the setting of Workplaces, this too shows an extensive evidence base with substantial funding support from the Victorian Government. Furthermore, the resources developed from that evidence base were pilot tested and evaluated. The program has also been adjusted over time, as new theories and information comes to light. It is unclear how knowledge translation has been conducted.

As the Royal Commission into Family Violence in Victoria (2016) recommended that all Government Departments introduce such a program, it may have been implemented, but no evidence of knowledge translation is apparent. No follow up or impact evaluation was found.

The key setting of Education is clearly focused on Respectful Relationships Education in Schools. The evidence base already existed for this program, but Our Watch did draw together that existing evidence (Gleeson et al., 2015) — this has then informed Our Watch's implementation of the program. A series of resources and practice guides have been developed to help relevant organisations and practitioners to implement Respectful Relationships programs, reflecting the evidence generated as part of the foundation evidence/review and ongoing evaluation work that is conducted. Extensive evaluations have been conducted over time, although these are often process oriented. It is apparent that knowledge translation is happening to some extent because there are a wide variety of resources available on Our Watch's website to help guide practice and assist relevant industry representatives. This includes a section of the website dedicated to this approach with evidence, learnings, and practice guides made available for others to draw from. However, it is less clear how key learnings identified in the evaluation of pilot work and work of the National Respectful Relationships Education Expert Group (NREEG), set up by the National Plan, have been incorporated into practice and what ongoing initiatives or programs are happening in this area.

Whilst Local Government is identified as a site for primary prevention, it has only been a recent development in Our Watch's work. This appears to be a newly developing area, as little information concerning the implementation and impact of a developed toolkit, arising out of research by ANROWS (Ninnes & Koens, 2019), was found.

Engaging and educating individuals in the community

Our Watch has introduced a series of online tools and social marketing campaigns, such as *No Excuse for Abuse, Doing Nothing Does Harm*, and *#BecauseWhy*. These were designed to reach individuals in the community. The evidence/pilot testing/evaluation/launch process seen in the development of programs in the settings detailed above is not apparent in the programs reviewed in this section suggesting Our Watch's program work has a stronger evidence base, with evaluation data, in comparison to Our Watch's campaigns.

The Line (a web-based resource targeting teenagers and young adults) was originally developed and delivered by the Federal Government. In 2013 the initiative became part of Our Watch's work. The evidence-base for *The Line* was established before Our Watch's conception and so has not been reviewed as part of this evaluation. Our Watch has since carried out regular formative evaluations to inform the implementation of the campaign (e.g., Kantar Public, 2017). A new component of *The Line* was established in 2018 that aimed to engage young Aboriginal and Torres Strait Islander and migrant and refugee men. This was informed by research undertaken by a marketing agency. We have not been able to assess the quality of that research.

Evaluation and tracking of *The Line* has been undertaken, measuring exposure, attitudes, and behaviour to test the output and outcome impacts of the campaign. In the evaluation of the practitioner and educator resources it was highlighted that work is required to help ensure that there is broad coverage and uptake of the resources on the website. But a key challenge that emerged was the ongoing management and updating of resources.

At the time of this evaluation, *The Line* has not been available online for some time. A holding page provides referral information and states that it will 'be back soon'. During this time, *The Line* has been reviewed and updated to ensure it is evidence-based, age appropriate and meets community standards ahead of reinstatement. This work has included:

- a review of Our Watch's vetting, quality assurance and moderation processes to ensure web content is age appropriate and meets community standards (completed by Nous Group Pty Ltd)
- market research to inform the future direction of *The Line*; and understand the impact of a period of inactivity (completed by Quantum Research)
- research to understand appropriate content for different age groups, including age cohorts or

developmental stages at which to provide young people with information on topics such as dating and relationships, sexual consent, and pornography (completed by The University of Melbourne's Youth Research Centre.

Other campaigns such as *No Excuse for Abuse, Doing Nothing Does Harm,* and *#BecauseWhy* do not provide the same clarification of evidence base (and do not establish a high-quality evidence base), evaluation or knowledge translation/exchange. Whilst some evaluation was undertaken, they are somewhat descriptive and lack outcome data. It is also unclear as to whether insights and learnings are made available or actively promoted to individual practitioners in the field and/or relevant organisations.

Influencing policy development in all levels of government and institutions

This will be reflected upon in more detail in the next theme of the evaluation, connecting into and delivering policy agendas, but we cover some of the specific work of Our Watch here.

Our Watch has actively sought to influence policy through providing the evidence base for key national and state-based policy developments through submissions such as those in Table 4. These submissions highlight the extensive promotion of prevention of violence against women and their children at all levels of Government.

Table 5: Our Watch's submissions to influence policy

- 2014: Submission to the Australian curriculum review
- 2014: Submission to the Special Taskforce on Domestic and Family Violence in Queensland
- 2014: Submission to the Senate Inquiry into Domestic Violence in Australia
- 2015: Submission to the South Australian Inquiry into Domestic and Family Violence
- 2015: Submission to Victoria's Royal Commission into Family Violence (two parts)
- 2018: Submission to the NT Domestic, Family & Sexual Violence Reduction Framework 2018–2028
- 2019: Submission to Inquiry into Australia's Family Law System
- 2019: Submission to Free and Equal National Conversation on Human Rights
- 2019: Submission to the National Inquiry into Sexual Harassment in Australian Workplaces
- 2019: Submission to the Royal Commission into Aged Care Quality and Safety
- 2019: Submission to the AANA Code OF Ethics Review
- 2019: Submission to Inquiry into Gender Responsive Budgeting
- 2020: Submission on Religious Freedom Bills — Second Exposure Drafts
- 2021: Submission on Inquiry into family, domestic and sexual violence

Findings from evidence building, leading practices and knowledge translation

Whilst we see extensive evidence base and some building, there is potentially greater opportunity for knowledge exchange. Knowledge exchange draws on practice-based learning to inform ongoing work and should result in a continuous cycle of knowledge production that informs future practice and is communicated back to the producers of research. This aspect of evidence building was not seen in our review. Evidence was not found to demonstrate that Our Watch has worked with practitioners to understand the outcome or impact of the work they conduct based on *Change the Story* or Our Watch's many well designed programs. For example, whilst *How to Change the Story* (Our Watch, 2017d) shows putting the evidence of *Change the Story* (Our Watch, 2015) into practice, it is not clear whether the impact of this at practitioner level is being fed back up to Our Watch for ongoing practice development. Building evidence about what works in the primary prevention of violence against women is essential, and more work is needed to ensure knowledge translation and exchange strategies are evaluated to ensure effective communication between Our Watch and practitioners and development of leading practices.

Our Watch's reach

Relevant evaluation questions:

3. To what extent does Our Watch have national reach, in terms of both recognition and delivery of activities?

Our Watch has extensive national reach at the policy and organisation level, both in terms of recognition and in delivery of its activities. Our Watch's key publications are engaged with by a broad range of organisations. However, what is less assured is its reach to individuals and businesses within the wider community.

This sub-theme draws together analysis on national (and international) reach of Our Watch, through their work, recognition of publications at the national and global level, and engagement with the community more broadly.

Our Watch has extensive national reach particularly at the policy and organisation level, both in terms of recognition and in delivery of its activities. However, what is less assured is its reach to individuals and businesses within the wider community. There is some indication that Our Watch's work is being connected with beyond Australia's borders, despite this not being a core objective of their work.

Reach through engagement with social media

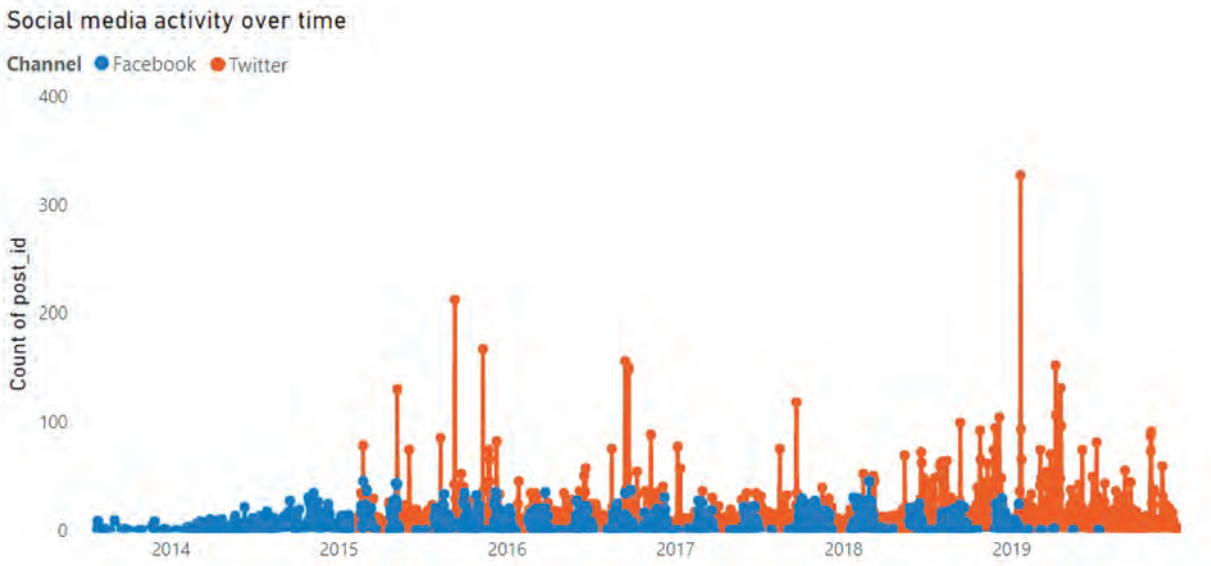
Social media conversations were collected and collated from 2014 to the end of 2019. The highest activity was recorded on Twitter with over 15k posts and 5,467 uses engaging with those posts. Facebook recorded the second highest activity (1,158 posts with 6,425 comments engaging with the posts) followed by Instagram (482, with 235 users providing 331 comments). We were limited to comments (n=22) across 35 users accessing the videos posted by Our Watch on YouTube. The social media activity across four channels over this period is shown in Figure 6 below.

Figure 5: Social media activity from 2014 until end of 2019

Recognition

Focusing on the two platforms with the most activity, over the period of 2014 to the end of 2019, the rate of engagement on Facebook progressed quicker than Twitter initially before remaining consistent until mid-2019 when engagement appears to decrease. Engagement on Twitter appears to commence from 2015, with this platform showing a more dramatic periodic engagement over the period of analysis. These two platforms are key to Our Watch's reach at this stage.

Figure 6: Facebook and Twitter activity 2014–2020



The vast majority of Twitter users (post-id[1]) engaging with Our Watch's posts on twitter appear to be from organisations, news channels and other media channels (61.27%), with female individual users making up 24.71% of users and 13.98% being male users. Reach is more successfully achieved via Twitter, looking at rate of engagement alone, however given that almost two-thirds of those engaging may be other organisations it is questionable how effective Twitter is for reaching individuals across Australia more broadly.

Reach to users through social media is periodic/sporadic as indicated by the spikes in comments in Figure 6 above. Social media analysis allows us to pinpoint when engagement peaks and how this may align with key relevant events over the last few years. Comparing 2015 with 2019, there is an increase in rates of engagement over time.

Twitter engagement over the period 2014–2020 shows an average of 4 likes and retweets and 0.4 replies per tweet. In the first full calendar year Our Watch engaged with twitter (2015–2016), the average was 3 likes and retweets and 0.3 replies whereas during 2019 likes had increased to an average of 8, retweets reduced to an average of 2, and replies increased to 0.7. This indicates that over time the level of engagement in terms of 'likes' and 'replies' has increased (as have the number of posts, from 3,713 in 2015 to 5,478 in 2019). Replies shows a higher level of engagement amongst users.

1 Post-id refers to the id of the individual user engaging with the Twitter post, either through Applause (liking the post), Retweeting or Commenting on the post.

Delivery of activities

Social media analysis allows us to pinpoint when engagement peaks and how this may align with key relevant events over the last few years, such as Our Watch's campaigns and key publications.

There were ten key spikes in activity on Our Watch's key social media channels (Twitter and Facebook) over the period of 2014–2020 (see Figure 7 below), the majority of which occurred in the latter year of that period. Our Watch's reach peaks at times of national media events and releases, such as the airing of ABC's Q&A on Family Violence that had Our Watch's Chair, Natasha Stott Despoja, Our Watch Board Director, Charlie King, and Our Watch Ambassador, Rosie Batty, on the panel. Other events that produced a high social media interaction included three of the Our Watch Media Awards, administered by The Walkley Foundation, (decreasing in social media engagement over time from the inaugural awards of 2015 to the 2017 awards), a jointly facilitated conference by Our Watch and Australian Women Against Violence Alliance (AWAVA), held in Adelaide in September 2016, and the announcement of Natasha Stott Despoja's reappointment as Chair of Our Watch and the new Our Watch Media Fellows in December 2018.

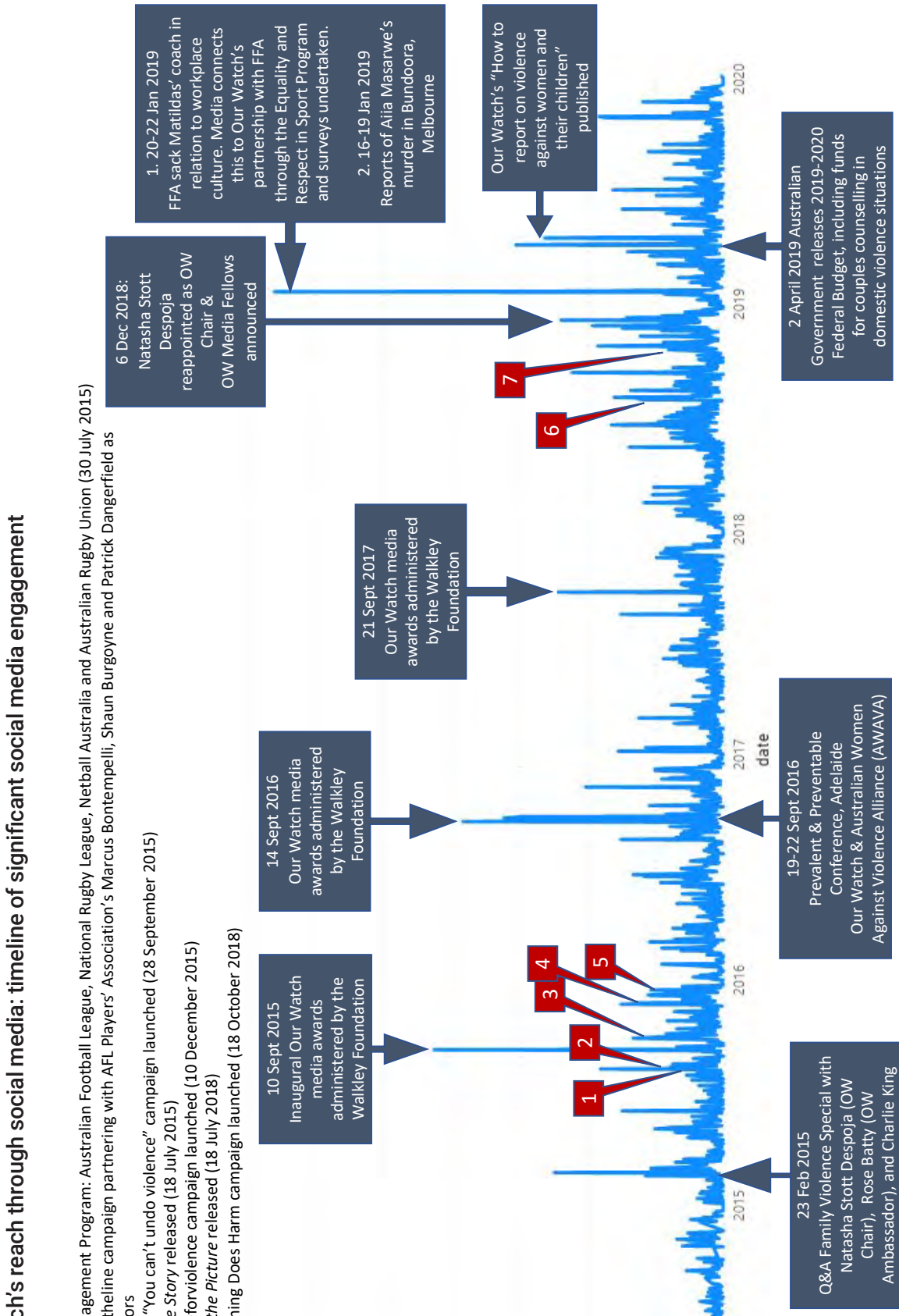
In the most recent year of Our Watch's social media activity (2019), it is clear that issues around violence against women and their children have gained more traction in the news and social media platforms, with national news items sparking dramatic increase in engagement with Our Watch via social media. Examples include tragic murders of women that gained national attention, the release of the Federal Budget in which funds were to be provided for couples counselling in domestic violence cases (against expert advice), and reactions to the sacking of the Matilda's coach by the FFA as it became linked to the outcomes of FFA cultural reviews (one of which was conducted by Our Watch). Our Watch's reach therefore usually increases at times of nationally reported violence against women and media responses, reactively, rather than through proactive promotion of primary prevention. However, a dramatic spike of social media engagement occurred after the publication of Our Watch's *How to report on violence against women and their children* (which again focuses in on the influence of the media during violence and response to violence in addressing cultural change).

With regards to Our Watch's delivery of specific activities throughout its story so far, social media may yet have a significant role to play in ensuring reach of campaigns and key publications nationally. Reach in terms of social media engagement was shown through the release or launch of the publications and campaigns listed in Figure 8 below. The use of sport, a priority setting, also as a tool to reach the broader community was evident particularly in the announcement of the partnership with AFL, NRL, Netball and Rugby Australia as well as *The Line*'s *#knowseetheline* campaign supported by AFL Ambassadors Marcus Bontempelli, Shaun Burgoyne and Patrick Dangerfield. These two events showed an increase in social media posts and subsequent engagement. *The Line*, again, was prominent in social media engagement that potentially signifies national reach, with its 'You Can't Undo Violence' campaign. Our Watch achieved social media reach through two other campaigns through social media: *#noexcuse4violence* in 2015 and *Doing Nothing Does Harm* in 2018.

The publication that delivered the most significant spike in social media engagement was the *How to report on violence against women and their children* guidelines for the media. *Change the Story* in 2015 and *Changing the Picture* in 2018 resulted in similar, although less dramatic, spikes of engagement. However, as was noted previously, if Twitter is the most prominent platform and the majority of users engaging may in fact be other organisations, it is challenging to assess the breadth of reach of these publications and indeed the campaigns aforementioned.

There are some notable exceptions to the events making an impact through social media: *#BecauseWhy* campaign launched in March 2018 in partnership with MIMCO that aimed to help parents challenge limiting gender stereotypes and promote equality when interacting with their children; and the Workplace Equality and Respect website launch in May 2019.

Figure 7: Our Watch's reach through social media: timeline of significant social media engagement



Reach through Our Watch publications

Overall, evidence is found for recognition (discussion, analysis, dissemination, commentary), and delivery of activities (policy, programs, or other resulting actions). Engagement was observed primarily from organised news sources, with some via user-generated content platforms. Engagement with activities cuts across the full range of scales, from international non-government organisations and governmental policies, down to individual schools. The level and nature of observed impact and engagement varied widely between the different Our Watch publications. One issue to note is that many citations in relation to the Respectful Relationships Education related to publications prior to Our Watch's implementation of the program, e.g., Flood et al.'s (2009) research paper.

As raised in our detail of the methods used for the altmetric analysis, for the most part Our Watch documents do not have DOI or ISBN numbers or key words which means they are unlikely to be included in data bases, altmetrics or Google Scholar searches. For example, the DOI® System enables a 'persistent actionable identifier' that is then used on digital networks. This makes the publications more easily identifiable and searchable via standard search engines such as Google Scholar. The DOI identifier enables a user to locate the pdf of the publication. If the URL changes, the DOI will automatically locate the new URL leading to less link breakages. Without an identifier, or consistent key words, Our Watch's knowledge and experience or influence being translated to a wider audience is limited. Ongoing tracking of these publications' reach will also continue to be challenging.

Most Our Watch publications have been widely cited in non-academic literature[2]. To be mentioned multiple times in government or non-government organisation documents is uncommon (especially across multiple countries). Some engagement was also observed on user-generated content platforms (e.g. Reddit, Youtube) for *Men in Focus*. Most academic research outputs, such as peer reviewed academic articles, for which we usually gather metrics are only ever cited in other academic articles and sometimes mentioned a small number of times on Twitter. News coverage is only seen for the minority of traditional research-type outputs.

Where publications were cited in academic literature (no.=47), most were authored by academics based in Australia (no.=40) (see Appendix 7 for the full list of academic literature citing Our Watch publications).

A key point to note about this literature is that they are all recent publications, with 19 citing Our Watch in 2019 alone. It may take time for Our Watch's publications to filter through to these academic articles. It is likely that publications citing Our Watch will increase.

Our Watch's delivery of activities through publications have been largely via policy documents (independent organisations) (see Table 6 below). These are as diverse as multinational non-government organisations (e.g. UNICEF) down to local school policies (e.g. Frankston Heights Primary School). *Changing the Picture* appears to have had the greatest impact within Australia with policy citation indicating influence in federal, state/territory or local policy (we provide detail of this in Theme 2: Connecting into and supporting state/territory policy agendas). Whereas *Change the Story* has had the broadest impact across multiple anglophone countries. Governmentally, we were able to find policy influence in most Australian states, federally, and in the UK and New Zealand. International engagement was observed in international non-government organisations.

Our Watch's publications are reaching a wide audience, across policy, NGOs and within the news. The reach is primarily within Australia. However, there are indications that Our Watch's work is being engaged with and cited overseas. It is likely Our Watch's reach via its publications will increase over time, as their work is cited and shared ongoing.

National and international reach are most easily separated for news sources and governmental reports, but some non-government organisations can be identified as having a primarily national or international scope. Evidence of national and international reach was surprisingly varied between the different publi-

2 Note that only written news sources could be systematically screened, so audio of visual news coverage were not included.

cations in non-intuitive ways. Relative to traditional published academic research, *Changing the Picture* and *Men in Focus* were not highly cited in academic literature, but had high domestic and overseas news coverage. Conversely, *Change the Story* received a lower exposure through news coverage, but has had a greater reach through Australian policy (see the section on Connecting into and delivering policy agendas below for detail of federal and state level policy).

Table 6: Examples of sources citing Our Watch publications, with hyperlinks (where currently available as at 5 February 2021)

PUBLICATION	AUSTRALIAN BASED INSTITUTION	AUSTRALIAN NEWS
Change the Story	Australian Local Government Association* SNAICC[3]* Eastern Community Legal Centre & MABELS[4] Australian Psychological Society[5] Frankston Heights School[6]	Guardian*[7] Women's Agenda[8] Women's Agenda[9] Women's Agenda[10] Women's Agenda[11]
Change the Story — Three Years On	EMR-RFVP[12]	
Counting on Change	CARE[13] DVRCV*[14]	Women's Agenda[15]
Changing the Picture	Know Injury[16]	The Australian*[17] Guardian[18] SBS*[19] NIT*[20]

3 https://www.snaicc.org.au/change-story-shared-framework-primary-prevention-violence/

4 https://www.eclc.org.au/wp-content/uploads/ItCouldntHaveComeAtABetterTime-MABELS_EasternCLC.pdf

5 https://www.psychology.org.au/getmedia/61cf6bf1-7ac9-419b-bf13-7abb52ecd5b5/Submission-senate-inquiry-domesic-violence-gender-inequality.pdf

6 http://www.frankstonhts-ps.vic.edu.au/wp-content/uploads/2015/10/Gender-Equality-Policy.pdf

7 https://www.theguardian.com/society/2016/feb/19/australians-are-being-told-that-gender-inequality-is-the-root-cause-of-domestic-violence-but-is-it

8 https://womensagenda.com.au/latest/soapbox/enough-with-the-headlines-asking-what-drives-men-to-kill-their-partners/

9 https://womensagenda.com.au/latest/we-must-count-its-time-for-a-national-violence-against-women-children-toll/

10 https://womensagenda.com.au/latest/no-there-is-no-evidence-of-bettina-arndts-contributions-to-gender-equity/

11 https://womensagenda.com.au/latest/the-morrison-government-says-it-needs-new-idea-on-dv-start-by-addressing-the-dangerous-language/

12 https://us5.campaign-archive.com/?u=2fb27e65fd497e8c0584eb6bd&id=94063ee606

13 https://www.care.org.au/wp-content/uploads/2019/01/Review-of-effective-strategies-for-the-prevention-of-VAWG.pdf

14 https://www.dvrcv.org.au/knowledge-centre/our-blog/let%E2%80%99s-not-pretend-things-are-simpler-they-are

15 https://womensagenda.com.au/latest/we-must-count-its-time-for-a-national-violence-against-women-children-toll/

16 https://knowinjury.org.au/2019/09/preventing-violence-against-women/

17 https://www.theaustralian.com.au/subscribe/news/1/?sourceCode=TAWEB_WRE170_a&dest=https%3A%2F%2Fwww.theaustralian.com.au%2Fnation%2Fwhite-feminists-blame-colonisation-for-indigenous-domestic-violence%2Fnews-story%2Fad1d8f3c44b069b347f5e9ad054885d4&memtype=anonymous&mode=premium

18 https://www.theguardian.com/commentisfree/2018/jul/26/lets-not-use-the-murders-of-women-to-score-ideological-points

19 https://www.sbs.com.au/topics/voices/relationships/article/2018/11/15/preventing-violence-against-indigenous-women-needs-be-national-agenda

20 https://nit.com.au/new-domestic-violence-framework-to-address-trauma-behind-violence/

PUBLICATION	AUSTRALIAN BASED INSTITUTION	AUSTRALIAN NEWS
Men in Focus	SAFV[21] Nicholes Law[22] No to Violence*[23]	ABC[24] Whimn* SMH*[25] SBS[26] HHH podcast*
Respectful Relationships Education in Schools	DVRCV[27] Chalk circle[28]	

* citing item focuses primarily or solely on Our Watch output

Capacity and capability development

Relevant evaluation questions:

4. How has Our Watch contributed to the primary prevention capacity and capability of the organisations it works with, and the domestic, family and sexual violence sector more broadly?

Support received from Our Watch for capacity and capability building is highly valued and frequently engaged with by organisations doing primary prevention. In particular, participants highly valued and often engaged with Our Watch's resources.

The concept mapping phase of the evaluation focused on understanding Our Watch's work in capacity and capability building of organisations that may undertake primary prevention activities (either directly, or as a key setting for such activities as identified through *Change the Story*).

It was clear from our analysis that all support received from Our Watch is both highly valued and frequently engaged with by the organisations Our Watch works with in building capacity and capability to undertake primary prevention activities. The highest value and most often engaged with being the resources that Our Watch provides — including both frameworks and training materials. We provide further detail below.

21 https://www.safvcentre.org.au/our-services/primary-prevention/16-days-of-activism/

22 https://nicholeslaw.com.au/men-in-focus-a-study-by-our-watch/

23 https://ntv.org.au/confronting-masculinity-facing-up-to-a-patriarchal-legacy/

24 https://www.abc.net.au/radio/melbourne/programs/theconversationhour/the-conversation-hour/11727300

25 https://www.smh.com.au/national/stoic-and-masculine-how-the-tough-man-stereotype-hurts-men-as-well-as-women-20191106-p53808.html

26 https://www.sbs.com.au/news/forceful-and-dominant-men-with-sexist-ideas-of-masculinity-are-more-likely-to-abuse-women

27 https://www.partnersinprevention.org.au/2755/evidence-paper-respectful-relationships-education-in-schools-our-watch/

28 https://www.chalkcircle.org/resources/2016/11/23/gender-and-respectful-relationships-implementing-the-curriculum-in-schools

How Our Watch builds capacity and capability

In response to the focus prompt,[29] 27 participants brainstormed 69 unique ways in which Our Watch had supported them. The participants then sorted these means of support into groups based on how similar in meaning they perceived each means of support to be. The first step in the analysis was to place the 69 unique ways in which Our Watch had supported them onto a two-dimensional map. The position of each means of support on the map reflects how frequently it was sorted into a group with other means of support. Means of support that were sorted together more frequently by participants are closer to each other and can be considered more similar in meaning. Conversely, ideas that were sorted together less frequently are further apart on the map and can be considered less similar in meaning. The second step in the analysis divided the two-dimensional map into six non-overlapping clusters or themes (see Figure 8 below).

The six themes around how Our Watch's builds the capacity and capability organisations that may undertake primary prevention activities that emerged from the participant concept mapping sorting data were:

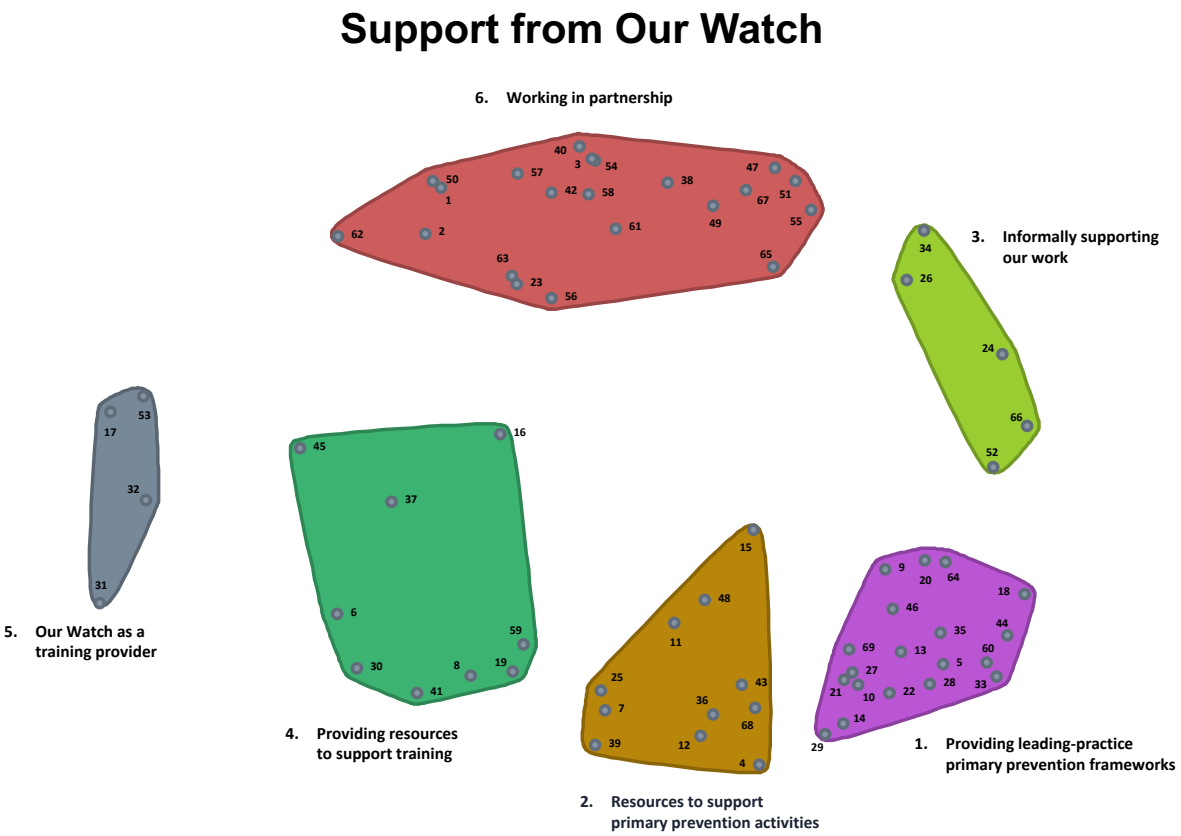
1. Providing leading-practice primary prevention frameworks (19 ideas)
2. Resources to support primary prevention activities (11 ideas)
3. Informally supporting our work (5 ideas)
4. Providing resources to support training (9 ideas)
5. Our Watch as a training provider (4 ideas)
6. Working in partnership (21 ideas)

Each theme and the unique ideas with each theme can be viewed in full in Appendix 8.

29 The focus prompt was: *How has Our Watch supported you and your organisation in the work you do to prevent violence against women?*

Support received from Our Watch is both highly valued and frequently engaged with

Figure 8: Themes map[30]



In addition to sorting the ideas into groups, participants rated (1 = least, to 5 = most), how valuable this type of support from Our Watch was to the work of their organisation, and how often they or their organisation *engaged* with this type of support from Our Watch.

Overall, participants highly valued (average value rating = 3.36 out of 5) and frequently engaged (average engagement rating = 3.05 out of 5) with support from Our Watch to build the primary prevention capacity and capability of their organisations.

More specifically, support related to *Providing leading-practice primary prevention frameworks (Cluster 1)* was the most valued and engaged in. The Go Zone in Figure 9 below and Appendix 8 show that 16 of the 19 ideas from this cluster were rated above the mean value and engagement ratings. This included the highly valued ideas (mean value rating of 4.60):

- #10: Our Watch provide access to a depth of information knowledge and research that really helps when educating others about violence against women and children
- #21 Our Watch provide access to a depth of information, knowledge and research that really helps when educating others about the breadth of the issues of gender equality.

This cluster's top ideas focused on Our Watch's resources and frameworks being evidence-based and authoritative.

Cluster 1 *Providing leading-practice primary prevention frameworks* was closely followed by *Resources to support primary prevention activities* (Cluster 2) for perceived value and level of engagement (value = 3.66; engagement = 3.54). This cluster contained the most valued and most engaged with individual

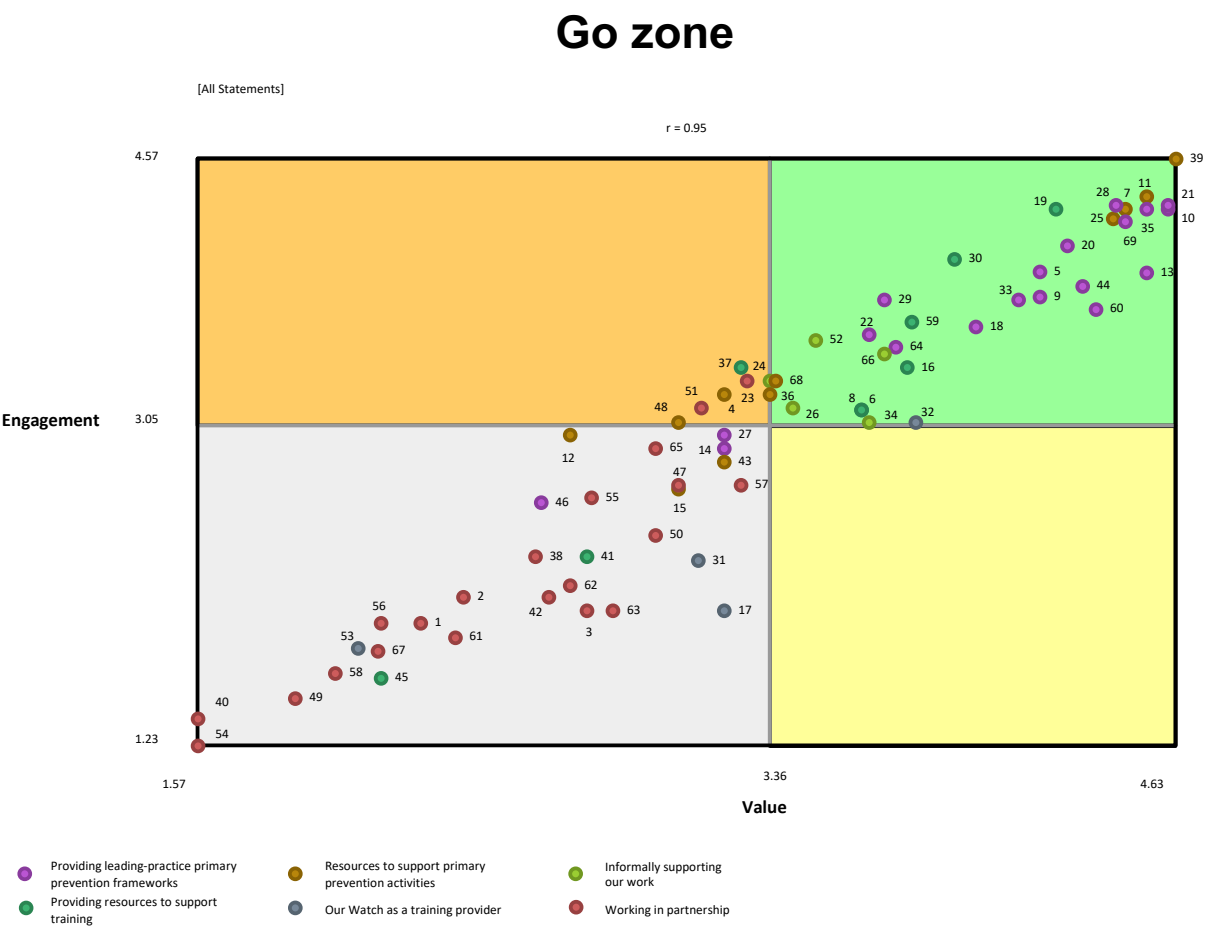
30 Each dot on the map represents one of the 69 unique brainstormed means of support. Each support is located in a cluster of other means of support based on how frequently they were sorted together by each participant.

support idea #39: *Our Watch makes resources available online* (value = 4.63; engagement = 4.57). These two clusters show the high value placed on, and high engagement with, the resources and tools that Our Watch provides to organisations and practitioners undertaking primary prevention work.

Cluster 3 *Informally supporting our work* (value = 3.54; engagement = 3.30) and Cluster 4 *Providing resources to support training* (value = 3.49; engagement = 3.22) showed just above average mean ratings for perceived value and level of engagement. Trust of and collaboration with Our Watch were sub-themes in Cluster 3 and it was clear through Cluster 4 that organisations and practitioners used Our Watch's resources for training purposes, thereby increasing capacity and capability.

Conversely, the perception of Our Watch as a training provider (Cluster 5) and *Working in partnership* (Cluster 6) support were rated the least valuable and least engaged with, with both clusters seeing below mean rating for value and level of engagement. Only one of the 24 ideas listed in these two clusters [#32: *Our Watch has enabled women with lived experience to have a voice*] was rated above the mean for value and engagement. *Working in partnership* (Cluster 6) contained the least valued and least engaged with forms of support: (#40) *Our Watch participated on our grants panel to assess grant applications* (value = 1.57; engagement = 1.38); and (#54) *They collaborated with our agency in supporting recruitment of experienced staff* (value = 1.57; engagement = 1.23).

Figure 9: 'Go Zone' showing measure of value and engagement frequency for each unique idea & theme[31]



31 This figure plots the mean value and engagement rating for each of the 69 unique ideas. The graph is divided into quadrants using the mean all-idea value (x axis) and engagement (y-axis) ratings

The interaction, engagement, and value continuum

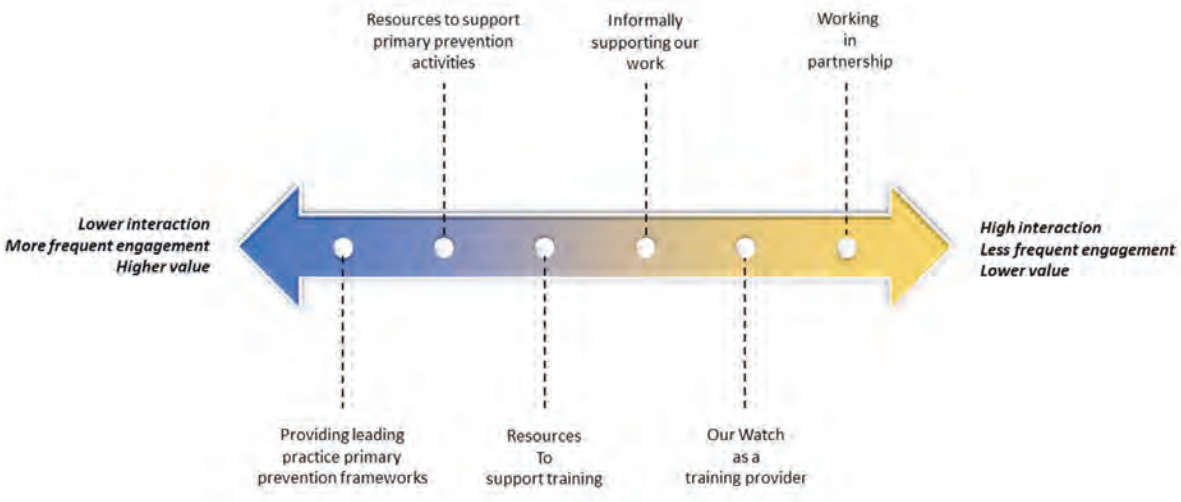
At one end of the continuum, the work that Our Watch does to summarise the best available evidence and present it in conceptual frameworks and resources for promoting gender equality and preventing violence against women and their children is the most valued and most engaged with. This shows that Our Watch builds the prevention capacity and capability of the organisations with which it works (see Figure 10). Stakeholder organisations use these resources to 1) inform their own policy, advocacy, grant programs and service delivery work; 2) build the capacity of their partners and communities through training and education; and 3) provide a common direction and language for work across the sector. These capacity and capability activities suggest an unstructured, highly valued, and frequently leveraged relationship between Our Watch and the organisations with which it works, with information generally flowing in one direction.

The informal support that Our Watch provides is also relatively highly valued and frequently accessed. This type of capacity and capability building work reflects a more active and engaged relationship than the provision of frameworks and resources. This requires more direct involvement with specific aspects of the activities of the organisations with which Our Watch works.

At the other end of the continuum, the training provided by Our Watch and the partnership activities undertaken with the organisations it works with are highly interactive but relatively less valued and less frequently engaged with.

Organisations that undertake primary prevention activities see that activity being well supported by Our Watch.

Figure 10: Interaction, engagement, and value continuum



Influencing attitudinal and behavioural change

Relevant evaluation questions:

5. What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?

Our Watch is influencing attitudes and behaviours. Evaluated programs showed influence in attitude change, particularly when engaging influencers of individuals being targeted by the program. These individual programs show promise in influencing attitude and behaviour change on a national scale.

We drew upon two phases of the evaluation to assist in answering this question. Firstly, we look to a data synthesis of programs that provide outcome data on actual attitude and behaviour change. Secondly, we look again to the social media analysis to better see how Our Watch may be influencing the conversation around prevention of violence against women and their children and the sentiment with which people are engaging in such conversations.

Overall, there is some sense of Our Watch influencing attitudes and behaviours. These are challenging concepts to measure, particularly in relation to primary prevention and across society more broadly. The programs we synthesised were diverse. Some had extensive reach, and targeted both individuals and people who could influence others (for example teachers and parents). These programs showed influence in attitude change, particularly when targeting influencers of those individuals being targeted by the program. Whilst it cannot be determined whether these individual programs influence attitude and behaviour change on a national scale, they do show promise for future development.

Furthermore, Our Watch has clearly driven the conversation of primary prevention across its social media platforms at the organisational level. However, the extent of reach and influence through this media of individuals within the community is unknown.

Degree of Influence of Our Watch's Programs on Behaviours, Attitudes, and Knowledge

Table 28 in Appendix 5c presents the results of the analysis that determined the degree of influence that Our Watch programs had on outcome behaviours and outcome attitudes and knowledge as related to gendered drivers and reinforcing factors (established in *Change the Story*). Findings for behaviour, gendered driver, and reinforcing factor outcomes are presented in terms of degree of population influence. More specifically, 'indicating' positive influence, 'suggesting' positive influence, and 'no' positive influence. The degree of influence was determined by considering each evaluation report's outcome findings conclusiveness and method quality (see Appendix 5).

It is important to note that a 'no' positive influence rating is strongly influenced by the lower quality of outcome evaluation methods used in some program evaluations. But it is also influenced by a lack of a positive outcome finding. This means that it could indicate both a need to amend the program and/or more time to assess influence. Explanations for these findings, or recommendations for improvements, were covered in each individual evaluation report by their respective (and varied) authors. Much of the evidence informing suggestions for program improvement came from process and output evaluations, much of which was qualitative data. Process and output evaluation data was beyond the scope of the current analysis. See Table 7 below for a guide on reading the results in Table 28, Appendix 5c.

Table 7: Degree of influence rating key

RATING	DEFINITION
I = Indicating positive influence	• Effective or Promising findings + Strong or Moderate evidence quality
S = Suggesting positive influence	• Effective or Promising findings + Weak or Very Weak evidence quality • Conflicting findings + Strong or Moderate evidence quality
N = No positive influence	• Conflicting or Ineffective findings + Weak or Very Weak evidence quality • Ineffective findings + Strong, Moderate, Weak or Very Weak findings

Our Watch's Influence on Behavioural Outcomes

Violence related behaviour — Only three Our Watch program evaluations measured influence on violence related behaviour. Two-thirds of evaluations reported 'no' positive influence on violence behaviour, while one-third reported 'indicating' positive influence on violence behaviour. However, those reporting 'no' positive influence argue that these results could be due to an increased awareness of abusive and unhealthy relationships not an increase in their prevalence. All three programs targeted populations directly and indirectly through influencers (e.g., teachers etc.). However, only one of these measured violence behaviours in both groups, and it reported 'indicating' positive influence on both groups. Note, this finding should be read in conjunction with the evaluated program type summaries (Appendix 5b, tables 20 & 23) that note that few programs were funded and designed to have the scope, reach, and longevity to influence such long-term goals as behaviour change in the public. This finding raises a consideration for the future, that Our Watch and the DSS move beyond the formative process evaluation of pilot programs, in order to provide an opportunity to conduct research and evaluation into the influence or impact on behaviours, attitudes, and knowledge in the general public of longer-term programs.

Other behaviours — A total of 13 Our Watch program evaluations measured other non-violence related types of behavioural outcomes (see Table 12, Appendix 5 for a typology of 'other behaviours'). Among them seven reported 'suggesting' positive influence and one a mix of 'suggesting' and 'no' positive influence. A further three reported 'indicating' positive influence and one a mix of 'indicating' and 'no' positive influence. Finally, only one program evaluation reported 'no' positive influence. Evaluations that targeted their population directly reported a mix of 'indicating' and 'suggesting' positive influence on other non-violence behaviours. Evaluations that only indirectly targeted their target populations through influencers (e.g., parents, teachers, journalists) predominantly reported 'suggesting' positive influence on other non-violence behaviours. However, evaluations that targeted their target population both directly and indirectly reported a range of influence from 'indicating' to 'suggesting' to 'no' positive influence on other non-violence related behaviours. It is worth noting that only two evaluations that target their population both directly and indirectly had outcome findings for both target and influencer groups. In both cases they reported 'no' positive influence on other behaviours for the influencer group, but for the target group one reported 'suggesting' positive influence and the other 'indicating' positive influence. Thus, showing these two programs had more influence on the target group than the influencers of that target group.

Overall, regarding influence on Violence Related Behaviours: more 'no' than 'suggesting' influence was found. With regards to influence on Other Non-violence Related Behaviours: more 'suggesting' than 'indicating' positive influence was found.

Our Watch's Influence on the Attitudes and Knowledge Related to the Gendered Drivers of Violence against Women

Table 8 below summarises the overall findings for each of the gendered drivers of violence against women. We look at each one in turn below.

Table 8: Summary of influence on attitudes (essential actions to address the gendered drivers)

ACTIONS TO ADDRESS THE DRIVERS OF VIOLENCE AGAINST WOMEN	INFLUENCE OF ATTITUDE/KNOWLEDGE CHANGE
Challenge Condoning of Violence	**suggestive of positive influence**
Promoting Women's Independence	**indicative of positive influence**
Fostering Positive Identities and Challenging Gender Stereotypes	**indicative/suggestive of positive influence**
Strengthening Positive/Equal/Respectful Relations	**suggestive of positive influence**
Promoting/Normalising Gender Equality	**suggestive of positive influence**

Essential Action #1: Challenge Condoning of Violence

A total of seven Our Watch program evaluations included measures of *Challenge condoning of violence*. Among them:

- four reported 'suggesting' positive influence
- one reported 'indicating' positive influence
- two reported 'no' positive influence.

For the program evaluations that targeted their target group both directly and indirectly (through influencers) the majority (three out of four) reported 'suggesting' positive influence and one reported 'indicating' positive influence.

For the program evaluations that directly target their target population, results were split, one reported 'suggesting' positive influence and the other reported 'no' positive influence. The one program evaluation that only indirectly targeted their target population reported 'no' positive influence.

Overall, the measured influence of OW programs on *Challenging Condoning of Violence* is mostly 'suggestive' of positive influence.

Essential Action #2: Promote Women's Independence

Only three Our Watch program evaluations included measures of Promoting women's independence. Of the three, two reported 'indicating' positive influence and one reported 'suggesting' positive influence. All three program evaluations were programs that targeted their target population both directly and indirectly (through influencers).

Overall, the measured influence of OW programs on *Promoting Women's Independence* is mostly 'indicative' of positive influence.

Essential Action #3: Foster positive identities and challenge gender stereotypes

A total of five Our Watch program evaluations measured influence on *Fostering positive identities and challenging gender stereotypes.* Among these:

- one reported 'indicating' positive influence
- one reported 'suggesting' positive influence
- two reported a split between 'indicating' and 'suggesting' positive influence
- one reported 'no' positive influence.

Most of the programs (three out of five) targeted their target group both directly and indirectly (through influencers). Of those, two reported a split of 'suggesting' and 'indicating' positive influence (one program reported 'indicating' positive influence for the target group and the other for the influencer group) and the other reported 'indicating' positive influence.

For the two programs that directly targeted their target group, one reported 'indicating' positive influence and one reported 'no' positive influence.

Overall, the measured influence of OW programs on *Fostering Positive Identities and Challenging Gender Stereotypes* was mostly split between 'indicative' and 'suggestive' of positive influence.

Essential Action #4: Strengthen positive/equal/respectful relations

In total, seven Our Watch program evaluations measured influence on *Strengthening positive/equal/respectful relations.* Of these:

- four reported 'suggesting' positive influence
- one reported 'indicating' positive influence
- two reported a split between 'indicating' and 'suggesting' positive influence.

Among the four programs that targeted their target population both directly and indirectly (through influencers) one reported 'indicating' positive influence, one reported 'suggesting' positive influence, and two reported a split between 'indicating' and 'suggesting' positive influence (both evaluations reported 'suggesting' positive influence for the target group and 'indicating' positive influence for the influencer group).

The two programs that directly targeted their target population and the one program that indirectly targeted their target population (through influencers) reported 'suggesting' positive influence.

Overall, the measured influence of OW programs on *Strengthening Positive/Equal/Respectful Relations* was more 'suggestive' than 'indicative' of positive influence.

Essential Action #5: Promote/normalise gender equality

A total of ten Our Watch program evaluations measured influence on *Promoting/normalising gender equality.* Of the ten:

- six reported 'suggesting' positive influence
- three reported 'indicating' positive influence
- one reported 'no' positive influence.

Out of the seven programs that targeted their target population directly and indirectly (through influencers) slightly more reported 'suggesting' positive influence than 'indicating' positive influence.

Of the two programs that targeted their target population indirectly (through influencers), one reported 'suggesting' positive influence and one reported 'no' positive influence. The single program that directly targeted their target population reported 'suggesting' positive influence.

Overall, the measured influence of OW programs on *Promoting/Normalising Gender Equality* was more 'suggestive' than 'indicative' of positive influence.

Essential Actions to address the gendered drivers in general

In total six Our Watch program evaluations measured influence on *gendered drivers in general*. Of the six program evaluations, half reported 'suggesting' positive influence and half reported 'no' positive influence. Of the four programs that targeted their target population indirectly (through influencers), three reported 'suggesting' positive influence and one reported 'no' positive influence. The single program that targeted its target population both directly and indirectly (through influencers) and the single program that targeted its target group directly both reported 'no' positive influence.

Overall, the measured influence of OW programs on *Gendered Drivers in General* was split between 'suggestive' and 'no' positive influence.

Our Watch influence on the attitudes and knowledge related to the reinforcing factors of violence against women

Table 9 below summarises the overall findings for each of the supporting actions of violence against women. We look at each one in turn below.

Table 9: Overall findings for supporting actions to address reinforcing factors of violence against women

SUPPORTING ACTIONS TO ADDRESS THE REINFORCING FACTORS OF VIOLENCE AGAINST WOMEN	INFLUENCE OF ATTITUDE/ KNOWLEDGE CHANGE
Challenge violence as expression of masculinity/male dominance	**indicative/no positive influence**
Prevent exposure to violence and support those affected	**suggestive of positive influence**
Address social norms relating to alcohol (and violence)	**indicative of positive influence**
Reducing backlash by engaging men in gender equality, building relationship skills and social connections	**suggestive of positive influence**
Promoting broader social equality and addressing discrimination/ disadvantage	**suggestive/no positive influence**

Supporting Action #1: Challenge violence as expression of masculinity/male dominance

Only two Our Watch program evaluations measured influence on *Challenging violence as expression of masculinity/male dominance*. One of the programs reported 'indicating' positive influence and one reported 'no' positive influence. Both programs targeted their target population both directly and indirectly (though influencers).

Overall, the measured influence of OW programs on Challenging Violence as Expression of Masculinity/Male Dominance was split between 'indicative' and 'no' positive influence.

Supporting Action #2: Prevent exposure to violence and support those affected

In total, 12 Our Watch program evaluations measured influence on *Preventing exposure to violence and supporting those affected*. Of the 12:

- six programs reported 'suggesting' positive influence
- two reported 'indicating' positive influence
- one reported a split between 'suggesting' and 'indicating' positive influence
- three programs reported 'no' positive influence.

Of the six programs that targeted their target population both directly and indirectly (through influencers), two reported 'indicating' positive influence, two reported 'suggesting' positive influence, one reported a split between 'suggesting' and 'indicating' positive influence (the target group reporting 'suggesting' positive influence and the influencer group reporting 'indicating' positive influence), and one reported 'no' positive influence.

Of the four that targeted their target population indirectly (through influencers), four reported 'suggesting' positive influence and one reported 'no' positive influence.

Of the two that targeted their target population directly, one reported 'suggesting' positive influence and one reported 'no' positive influence.

Overall, the measured influence of OW programs on Preventing Exposure to Violence and Supporting Those Affected was more 'suggestive' than 'indicative' or 'no' positive influence.

Supporting Action #3: Address social norms relating to alcohol (and violence)

Only three Our Watch program evaluations measured influence on *Addressing social norms relating to alcohol (and violence)*. Of the three, one program reported 'indicating' positive influence, one program reported a split between 'indicating' and 'suggesting' positive influence, and one program reported a split between 'indicating' positive influence and 'no' positive influence. All three programs targeted their target population both directly and indirectly (through influencers).

Overall, the measured influence of OW programs on Addressing Social Norms Relating to Alcohol (and Violence) was more 'indicative' than 'suggestive' or 'no' positive influence.

Supporting Action #4: Reduce backlash by engaging men in gender equality, building relationship skills and social connections

Only four Our Watch program evaluations measured influence on *Reducing backlash by engaging men in gender equality, building relationship skills and social connections*. Of the four, three programs reported 'suggesting' positive influence and one reported 'indicating' positive influence. Of the three programs that targeted their target population both directly and indirectly (through influencers), two programs reported 'suggesting' positive influence and one program reported 'indicating' positive influence. The single program that targeted its target population indirectly (through influencers) reported 'suggesting' positive influence.

Overall, the measured influence of OW programs on Reducing Backlash by Engaging Men in Gender Equality, Building Relationship Skills and Social Connections was more 'suggestive' than 'indicative' of positive influence.

Supporting Action #5: Promote broader social equality and address discrimination/ disadvantage

Only two Our Watch program evaluations measured influence on *Promoting broader social equality and addressing discrimination/disadvantage*. Of the two, one program reported 'suggesting' positive influence and one program reported 'no' positive influence. Both programs targeted their target populations indirectly (through influencers).

Overall, the measured influence of OW programs on Promoting Broader Social Equality and Addressing Discrimination/Disadvantage was split between 'suggestive' and 'no' positive influence.

Our Watch influence on general violence against women knowledge

A total of six Our Watch program evaluations measured influence on *Non-specific Violence against Women knowledge*. Of the six:

- two programs reported 'suggesting' positive influence
- two programs reported a split between 'suggesting' positive influence and 'no' positive influence
- one program reported 'no' positive influence
- one program reported 'indicating' positive influence.

Of the four programs that targeted their target population indirectly (through influencers), two reported 'no' positive influence, one reported 'suggesting' positive influence, and one reported a split between 'suggesting' and 'no' positive influence (the target group reporting 'suggesting' positive influence and the influencer group reporting 'no' positive influence — note that this is the one sector capacity building program that tested new training capacity on participants from the public).

Of the two programs that target their target population both directly and indirectly (through influencers), one reported 'indicating' positive influence and one reported 'suggesting' positive influence.

Overall, the measured influence of OW programs on Non-Specific VAW Knowledge was slightly more 'suggestive' than 'no' positive influence. .

Conclusion from the data synthesis: program and evaluation strengths

The evaluated programs were diverse with both direct public influence and indirect influence by working with those who in-turn influence target groups (e.g., teachers, parents, prevention practitioners, and journalists). There were also programs with extensive reach. Those programs with greater public reach include awareness raising through social marketing campaigns and direct sustained education through the Respectful Relationships Education in Schools program. It was also evident that sector capacity building programs are across a wide range of relevant prevention areas. They work with those who are and are not prevention practitioners, and some target higher-risk sectors such as sport and the workplaces.

There were a variety of evaluation designs, almost always including some degree of process and /or output evaluation that can explain expected or unexpected output results. Some evaluations used mixed methods to inform program outcome evidence. This can quantify the size of a program's effect and describe the nature of the program's effect. The addition of qualitative data collection methods also offers the opportunity for program participants to describe first-person accounts of program participation in their own words and can help explain expected and unexpected quantitative findings.

Outcome evidence was tailored to program aims and objectives. Survey items and interview/focus group questions seemed to be designed to address the specific goals and objectives of individual programs and interventions (although this can also be a limitation as it means they are not always designed

to test objectively measured changes in violence against women prevention knowledge, attitudes, and behaviours).

It is clear influence in attitude change is being seen in the programs being evaluated and targeting influencers of individuals is also key. Whilst it cannot be determined whether these individual programs can be said to show impact of attitude and behaviour change on a national scale, they do show developments in this space that can continue to be built upon and synthesised. We identify several considerations for the future that may continue to strengthen the work in this area and assign these to individual findings in the Summary of findings.

Influencing the conversation on primary prevention activities

The sentiment analysis of social media provided insight into the topics being raised by posts and interactions across Our Watch's social media platforms (see Table 10 below). Primarily, Our Watch is providing awareness of the various forms of violence against women with leading forms of violence engaged with across the social media platforms being domestic violence and abuse that impacts children. The prominence of 'children' within these social media conversations shows Our Watch's influence in driving the conversation towards 'protecting children through preventing violence against women, recognising the linkages between violence against women and child safety and wellbeing'. This is a principle activity set out in 3.1(4) of Our Watch's Constitution.

The second most dominant theme engaged with is survivorship and subsequent health. Whilst these two strongest themes represent violence having occurred, and therefore beyond Our Watch's focus of primary prevention, the next four most prominent themes across social media platforms were:

- Relationships (including family, respectful relationships and independence)
- Negative attitudes/actions (disrespect and doing nothing)
- Sexism
- Equality

These themes reflect the key drivers of violence against women and their children as raised by Our Watch in *Change the Story*. The other themes listed also show the broad scope of topics and actions that Our Watch are trying to address, from raising awareness, to promoting respectful relationships and gender equality, through to addressing sexism, disrespectful behaviours and inaction. Aligned with reach, the theme of 'Aboriginal and Torres Strait Islander Community & family violence' shows some influence being made in terms of addressing diverse communities within Australia.

Table 10: Ontology of topics/themes detected by the AI and NLP platform

THEME	TOPIC	WEIGHT (NORMALIZED)*
Children (exposure to violence)		0.14194
Violence	Domestic violence	0.11400
	Sexual abuse	0.00525
	Sexual Assault/Abuse	0.00525
	Online abuse	0.00319
	Stalking	0.00128
	Non-physical abuse	0.00113
	Sexual Harassment	0.00050
	Anti-bullying	0.00007
Survival/health	Victims	0.09259
	Survivors	0.02269
	Mental health	0.00907
	Trauma	0.00886
	Suicide	0.00539
	Healing	0.00220
	Bravery	0.00064
Relationships	Family	0.08593
	Respectful relationships	0.01659
	Financial Independence	0.00050
Negative attitude/action	Disrespect	0.07416
	Doing nothing	0.00397
Sexism		0.06104

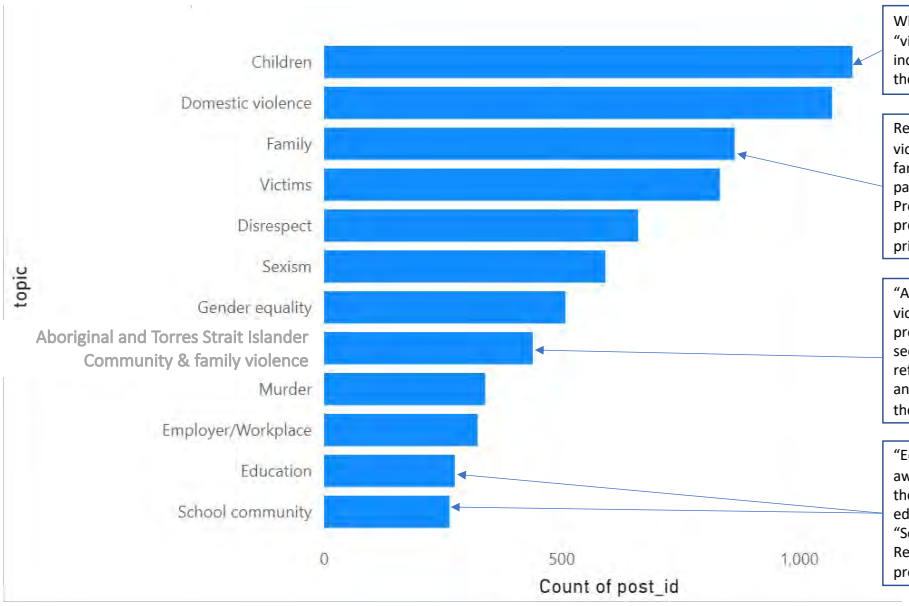
THEME	TOPIC	WEIGHT (NORMALIZED)*
Equality	Gender equality	0.04927
	Employer/Workplace	0.02751
	Pay Equality	0.00305
	Injustice	0.00298
	Unpaid work	0.00099
	Gender politics	0.00050
	Workplace equality	0.00035
Aboriginal and Torres Strait Islander community & family violence		0.03772
Incidents	Murder	0.03495
	Rape	0.02793
	Assaults	0.00369
Education awareness	School community	0.02921
	Education	0.02886
	University community	0.00858
Policy/Governance		0.02340
Feminism		0.02070
Violence against men		0.01510
Awareness	Awareness	0.01411
	Campaigns	0.00447
Social Media		0.01042

* Represents density and frequency of the topics detected. The larger the number, the more frequent and stronger the topic.

This pattern was seen across all channels except on YouTube, where 'Violence against men' had emerged as a prominent topic. This indicates different platforms providing different level of influence across the topics and themes. Twitter, for example, sees more engagement around the topics of children, domestic violence, family, and victims. However, it is also a site where the conversation includes topics such as disrespect, sexism and gender inequality which underpin primary prevention. See Figure 11 below. Facebook is similar, although sexual assault is more prominent whilst Aboriginal and Torres Strait Islander communities is not.

YouTube provided distinctly different results to Twitter and Facebook. YouTube is the platform through which Our Watch video resources can be viewed. Whilst it has a section for comments, it is not primarily used by either Our Watch or the public for engaging in conversation (only 22 comments were extracted over the period of analysis). However, the comments published on this platform differ starkly to those found on Twitter in Facebook in that they focused on violence against men, predominantly citing 'what about men'.

Figure 11: Most prominent topics of discussion captured via Twitter conversations



Whilst this includes reference to "children" when the phrase "violence against women and their children" is used, it also includes references to child abuse (and child protection) and the impacts of domestic violence on children.

Reference to "family" includes both the topic of family violence as well as relationships within the family and the family as a setting for instigating primary prevention work. In particular, the Tangentyere Family Violence Prevention Program's "Mums Can, Dads Can" project is referred to. This program is influenced by and builds on Our Watch's work in primary prevention (Tangentyere Council, 2019).

"Aboriginal and Torres Strait Islander Community & family violence" includes response to family violence and the prevention work being undertaken at the primary and secondary prevention levels. For example, this includes references to Changing the Picture and Our Watch's support and promotion of events such as #BecauseofHerWeCan theme of NAIDOC week in 2018

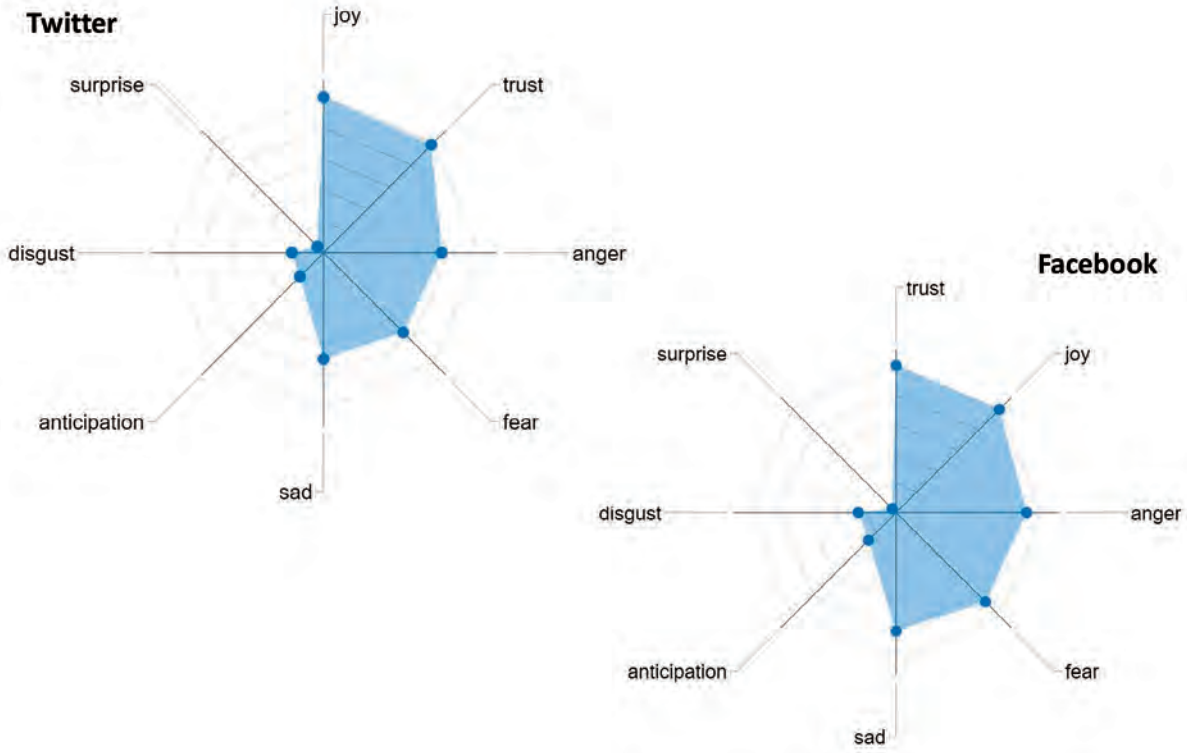
"Education" refers to the need for education to raise awareness and understanding of violence against women and their children and its prevention, as well as particular education programs and settings, such as Universities "School community" refers to delivery of the Respectful Relationships program as well as delivering primary prevention through schools

Whilst the topics show some influence on the conversation that Our Watch drives through its social media platforms, the analysis also highlighted the sentiment with which people or organisations were engaging in these conversations. The different emotions analysed were as follows:

- Trust
- Surprise
- Sad
- Joy
- Fear
- Disgust
- Anticipation
- Anger

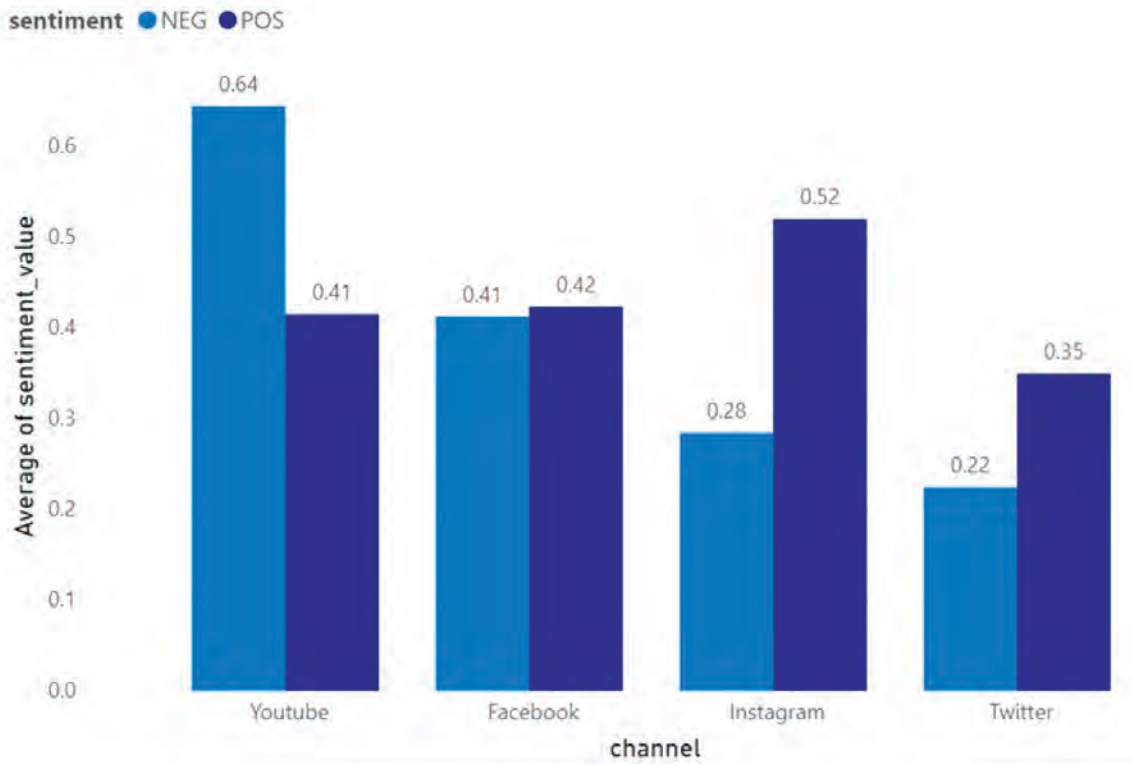
Facebook and Twitter showed similar emotion profiles, although trust was more prominent across Facebook, whilst Joy was more prominent across Twitter (see Figure 12 below). The positive emotions stemmed from social media conversations appreciating efforts taken to reduce violence against women and their children as well as generally positive posts. The negative emotions of anger and fear were directed towards the topic of violence against women and their children. In contrast, YouTube activity showed increased intensity of anger when compared to other channels, which mostly related to criticism towards the campaign videos and their focus being on violence against women by men (as opposed to violence against men).

Figure 12: Sentiment across Twitter and Facebook



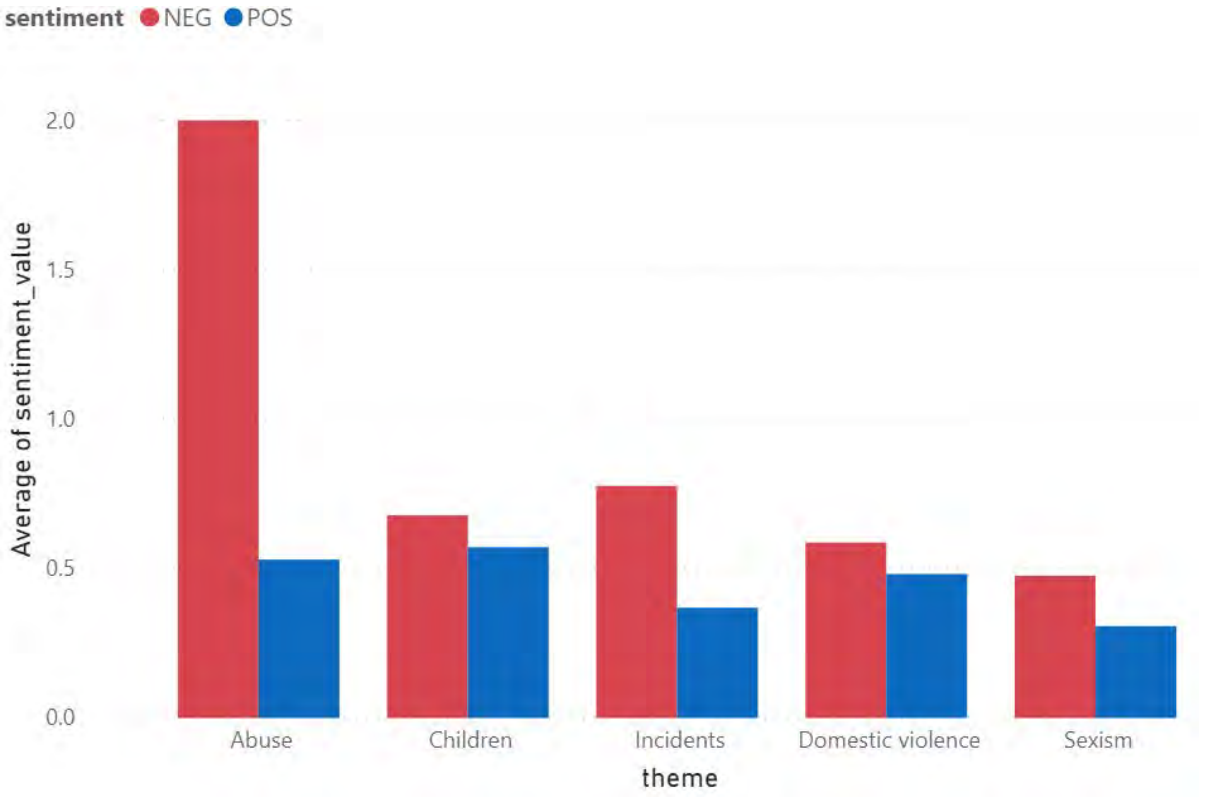
The emotions were aggregated as positive and negative sentiment, and Figure 13 below shows the average intensity of sentiment across the four social media platforms. It shows that while YouTube records the most negativity, the other three platforms have more positive responses. Although Facebook has near equal distribution, Instagram and Twitter has comparatively more positive content being posted.

Figure 13: Aggregate of emotions into positive and negative sentiment



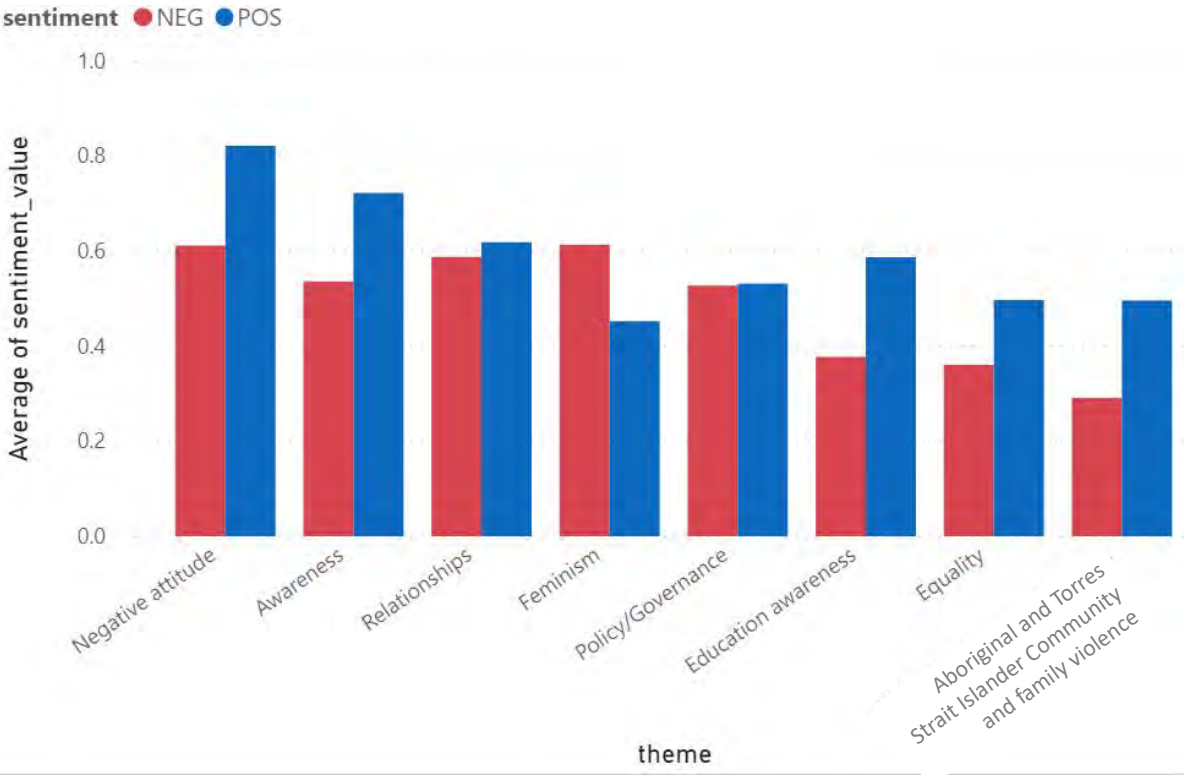
Positive and negative sentiment was also analysed against the topics engaged with. An increased intensity of negative sentiment was expressed on topics that relate directly to violence against women such as abuse broadly (and domestic violence specifically), incidents of violence, children's exposure to violence as well as sexism (see Fig 14 below).

Figure 14: Sentiment across topics relating directly to violence against women and their children



In contrast, conversations pertaining to the primary prevention of violence against women and their children produced more positive engagement, such as awareness raising (including education), relationships, and equality (see Fig 15 below). However, feminism was found to have negative engagement, whilst policy/governance showed comparatively similar positive and negative sentiment engagement.

Figure 15: Sentiment across topics relating to the primary prevention of violence against women and their children



Toxic content across the social media platforms was also analysed. This was based on a trained toxicity classifier, which classifies each post in toxic language categories based on linguistic features. The three labels analysed were:

- Insults
- Profanity
- Racism

The table below shows the average toxicity in language expressed by people on social media conversations related Our Watch.

Table 11: Normalised toxicity scores

CHANNEL	INSULT	PROFANITY	RACISM
Facebook	0.09	0.06	0.03
Instagram	0.00	0.00	0.01
Twitter	0.01	0.00	0.00
YouTube	0.36	0.27	0.00

The highest toxic conversations were captured on YouTube. Facebook has the second highest score in toxicity while Twitter and Instagram are comparatively positive.

Conclusion from the Sentiment Analysis: Influencing the conversation

The topics being driven through the social media platforms and therefore engaged with are predominantly related to actual violence and abuse against women and their children. Whilst this is not the primary focus of Our Watch, it shows the need to tap into such incidents to lay the foundations for primary prevention activity. As shown by the sentiment part of analysis, negative sentiment is aligned with such direct incidents of violence, whilst the topics related more to primary prevention are more positively engaged with.

The only diverse community addressed across social media is Aboriginal and Torres Strait Islander communities, showing positive engagement with this topic. However, we do not know 'who' is engaging here, and it is likely other 'organisations', and not individuals from Aboriginal and Torres Strait Islander communities.

Overall, the social media conversations on Our Watch have exhibited positive emotions such as trust and joy denoting the appreciation and support. This shows that the content pushed via social media has the tendency to capture the attention and interest of the audience, leading to positive impressions and positive engagement for primary prevention topics.

Interaction on these platforms is predominantly positive, in terms of Our Watch as an organisation and primary prevention activities, as the emotions of trust and joy are exhibited.

Our Watch has clearly driven the conversation of primary prevention, however given that most engagement occurs via Twitter and the Twitter users engaging with Our Watch are other organisations, it is debatable how much of this influence may be reaching individuals in the broader community.

Social media conversations on Our Watch have exhibited positive emotions such as trust and joy denoting appreciation and support

Theme 2: Connecting into and delivering policy agendas

This theme draws together the analysis of Our Watch's support of and response to national and state policy, as well as considers how its operational model suits its scope of work in Australia and beyond Australia's borders.

We also use this theme to address stakeholder perceptions of the barriers and enablers to Our Watch's work as well as their strengths and opportunities going forward.

The sections are as follows:

- Delivery of policy outcomes and connections with policy agendas
  - To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment?
  - How has Our Watch connected to and supported other national and state/territory policy agendas?
- Connecting to the international primary prevention context
  - How has Our Watch connected to and supported the international primary prevention context?
- Internal and external barriers to the work of Our Watch in Australia
  - To what extent does Our Watch's operational model enable it to perform effectively on a national scale?
  - What are the factors that have enabled or acted as barriers to progress in Our Watch's work?
  - What are the key strengths and opportunities for improvement in Our Watch's work?

Our Watch has been prominent in responding to the National Plan and associated Action Plans set out by the Australian Government from 2010. Our Watch has influenced and supported all state and territory policy agendas, the extent to which has been affected by the different times at which States and Territories have become members of Our Watch since the organisation's inception.

Delivering policy outcomes and connecting with policy agendas

Relevant evaluation questions:

6. To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment?
7. How has Our Watch connected to and supported other national and state/territory policy agendas?

Our Watch has been responsive to Government policy, particular the National Plan and associated Action Plans, and has been shown to connect and support all state and territory policy agendas.

Our Watch has been prominent in responding to the National Plan and associated action plans set out by the Australian Government from 2010. Our Watch has influenced and supported all state and territory policy agendas, the extent to which has been affected by the different times at which States and Territories have become members of Our Watch since the organisation's inception.

The development of violence against women and their children policy in Australia can be challenging to track as national policies, agendas and action plans may cut across women's health (safety), violence against women and their children broadly, and family, domestic, and sexual violence more specifically. Such policies then also span the spectrum of primary prevention, early intervention/secondary prevention as well as tertiary response. In understanding the delivery of policy objectives, as well as the connection to and support of national and state-based primary prevention policies, we must examine the various policies at play since (and in some cases before) Our Watch's inception.

In answering the evaluation questions, we start with a brief background on such policy development in Australia from the point at which Our Watch was established through to the end of 2019 (at which point this evaluation was commissioned). This can be found in Appendix 8.

One key point to make is that, whilst Our Watch was created in 2013, States and Territories have joined Our Watch at different times across the last seven years. The timeline shown as Figure 16 below provides a detailed view of the national, state and territory policy developments alongside commencement of membership for each State and Territory. We also highlight Our Watch's key publication launches.

Figure 16: Timeline of policy and Our Watch key events

Delivering National Policy

The *National Plan to Reduce Violence against Women and their Children (including the First three-year Action Plan) 2010–2022* (Commonwealth of Australia, 2010) established on a National scale Australia's focus on prevention of violence against women and their children.

The aim of the National Plan is to:

> *to provide a coordinated framework that improves the scope, focus and effectiveness of governments' actions, ensuring women and their children receive the support and information they need* (p.4)

With the ultimate vision being that 'Australian women and their children live free from violence in safe communities' (p.10).

The goals being to:

- reduce violence against women and their children
- improve how governments work together
- increase support for women and their children
- create innovative and targeted ways to bring about change.

Prevention measures are key in the National Plan. This is to be achieved through raising awareness, building respectful relationships, and bringing about attitudinal and behavioural change at the micro, meso and macro levels (with a focus on young people). The National Plan also acknowledges the need to meet the needs of women with diverse experiences, setting the tone for the developing of intersectionality in practice.

The National Plan aimed to deliver its goals through four action plans, the first focusing on primary prevention as a foundation for the following three action plans. The National Plan acknowledges, however, that cultural and attitudinal change takes time.

There are six outcomes that the National Plan set out to achieve. The first three, listed below, relate directly or indirectly to primary prevention. The remaining three outcomes focus on service response, justice and perpetrator accountability.

1. Communities are safe and free from violence:
    1. promoting community involvement
    2. focus on primary prevention
    3. advancing gender equality
2. Relationships are respectful:
    1. build on young people's capacity to develop respectful relationships
    2. support adults to model respectful relationships
    3. promote positive male attitudes and behaviours
3. Indigenous communities are strengthened:
    1. foster the leadership of Indigenous women within communities and broader Australian society
    2. build community capacity at the local level
    3. improve access to appropriate services.

Each State and Territory were expected to detail these actions in their plans going forward.

Focusing on outcome 1.2, primary prevention was said to be done through expanding and applying best practice benchmarks for primary prevention work, building primary prevention into schools, community, and sports groups, as well as local government and business groups. Whilst not directly referring to

establishing an organisation that focused on primary prevention activities, the Second Action Plan states that Our Watch arose out of the First Action Plan (Commonwealth of Australia, 2013, p.8).

The Second Action Plan 2013–2016

The *Second Action Plan 2013–2016* (Commonwealth of Australia, 2013) contained 26 actions that build on the First Action Plan. National Priority One of the Second Action Plan focuses on primary prevention: 'Driving whole of community action to prevent violence' (p. 11). Consultations and submissions held for the development of the Second Action Plan identified Our Watch's work as needing to be embedded into the Second Action Plan. Our Watch had not been established until after the development of the First Action Plan.

The actions addressing prevention are listed below

1. Support communities to prevent, respond to and speak out against violence, through local government, businesses, community and sporting groups, schools, and key institutions
2. Improve media engagement on violence against women and their children, and the representation of women experiencing violence, at a national and local level
3. Take the next step to reduce violence against women and their children by promoting gender equality across a range of spheres, including women's economic independence and leadership
4. Support young people through The Line campaign and by addressing issues relating to the sexualisation of children
5. Build on the findings of the respectful relationships' evaluation, to strengthen the design and delivery of respectful relationship programs and implement them more broadly
6. Incorporate respectful relationships education into the national curriculum
7. Enhance online safety for children and young people.

It is clear that Our Watch can be shown to be undertaking actions one, two, four, five and six, whilst Our Watch also acknowledged gender equality and women's independence as essential actions to address violence against women and their children (as raised in in action three above) (Our Watch et al., 2015). As evidenced in the Theme 1, Our Watch's development of a primary prevention framework highlighted the actions through which the community can take to address the drivers and reinforcing factors of violence against women through *Change the Story*. This includes focusing on delivering such actions through a variety of priority settings such as community groups, sports and education institutions and addressing gender equality (Our Watch, 2015). For example, *A Team Effort* and the Sport Engagement Program, detailed under Theme 1, was based on high quality evidence, developed, and implemented using best, evidence-based practice, evaluated, and developed knowledge translation resources. Also, the Respectful Relationships Education in Schools program is a large aspect of the work that Our Watch has undertaken, taking the original development to implementation. Whilst local government was identified as a key setting by both the Second Action Plan and *Change the Story*, it has only relatively recently been a part of Our Watch activities. However, there are indications that this newly developed area is continuing.

Working in the media has been a large aspect of Our Watch's program of work, in particular the National Media Engagement Program. As detailed under Theme 1, resources were development through this program, including in relation to capacity and capability building. Our Watch also established the Our Watch Media Awards, administered by the Walkley Foundation, which recognises excellence in reporting of violence against women. These annual awards were noted as being key moments of engagement via social media in the sub-theme of Our Watch's Reach in Theme 1.

Whilst the National Plan focuses on young people, with the National Plan and Second Action Plan referring specifically to *The Line*, the program has had a period of inactivity whilst it undergoes review and further development. An evaluation of the practitioner and educator resources showed that some work was required to help ensure that there was broad coverage and uptake of the resources, but sustainability of funding required for this is challenging.

The Third Action Plan 2016–2019

This action plan again builds on previous iterations, instigating 36 actions, but specifically highlights the challenge of changing attitudes and behaviours, again acknowledging that this takes time. As such one key action areas of attention for this Third Action Plan was 'National leadership is needed to challenge gender inequality and transform community attitudes' (p.7) whilst a key focus would be prevention and early intervention (p.8) (Commonwealth of Australia, 2016).

Under the key action area of prevention, the Third Action Plan reiterates the need for attitude and behaviour change. To support this action, the plan priorities getting all jurisdictions to implement *Change the Story*, ensure *The Line* targets diverse populations of young people, and continue collaboration with the media. Of course, by 2016 only Victoria, Northern Territory, South Australia, and Tasmania had signed up as members of Our Watch. This was quickly followed by Queensland and the ACT in 2016, with Western Australia following in 2017 and finally New South Wales in 2019. See the section below on the connection between Our Watch and state/territory policy developments.

Other actions in this plan included:

- support local communities to take action through co-design of resources that engage businesses, sports and community groups
- support diverse communities, particularly cultural and linguistically diverse women and Aboriginal and Torres Strait Islander communities
- support schools to deliver Respectful Relationships Education
- Increase men's involvement in gender equality and reducing violence
- use a range of communication, ambassador and public relations activities to raise awareness about non-physical abuse and where to seek help
- embed gender equality in workplace culture.

Again, as evidenced in Theme 1, Our Watch has shown ongoing response to these actions through its work in the priority settings, developing *Changing the Picture* and *Men in Focus* publications, supporting the implementation of the Respectful Relationships Education in Schools program. Furthermore, Our Watch strategically used key Ambassadors during campaigns such as the Sport Engagement Program and the *#knowseetheline* campaign (as evidenced also by spikes in social media engagement — see sub-section Our Watch's Reach under Theme 1). With regards to workplace culture, Our Watch developed the Workplace Equality and Respect Program (WER) and producing a suite of five tools and eleven practice guides to support self-administration of the WER Program in individual workplaces.

The Fourth Action Plan 2019–2022

This plan provides 20 actions to be undertaken across five areas, one of which is primary prevention that contains five discrete actions. Again, it recognises the significant time required to change attitudes and behaviours sufficiently to impact the prevalence of violence against women and their children, saying such outcomes require at least ten plus years. The plan refers specifically to Our Watch's *Counting on Change* to show the change over time.

The actions for the Fourth Action Plan's primary prevention focus were:

- gender equality and respect for women through primary prevention initiatives
- improve coordination across primary prevention activities
- implement co-designed and targeted primary prevention activities for particular population groups
- address intergenerational trauma for Aboriginal and Torres Strait Islander peoples through primary prevention
- promote healthy and safe relationships through initiatives for children and young people.

The work detailed in Theme 1 again shows Our Watch responding to each of these actions. However, *The Line* is no longer referred to in the plan as a program to deliver initiative for young people. In addition to *Changing the Picture and Men in Focus,* Our Watch had also developed *Primary Prevention of Family Violence against LGBTI people.*

It is clear that Our Watch responds to the National Policy agenda, and both feeds into the development of the action plans as well as responds to them. What is also clear, is the ongoing development in this space and the constant need to review changes and progress that has been made as we collate and build the evidence and best practices around primary prevention. Our Watch appears to be at the forefront of this policy advocacy and implementation work.

Connecting to and supporting state/territory policy agendas (in order of membership to Our Watch)

Our Watch has connected and supported state and territory policy agendas since its inception. We provide a summary of each State and Territory's connection with Our Watch, in order of when the respective State/Territory joined Our Watch as a member. To show the different ways in which Our Watch connected and supported policy agendas, we provide a visual representation of Victoria's and Queensland's police agenda development as an example.

VICTORIA

The visual in Figure 17 below shows the development of policy in Victoria, and where Our Watch has specifically connected to that development. Whilst Victoria had already established policy for working towards a safer future for Indigenous communities and responded to the National Plan prior to Our Watch's inception, the significant point of connection between Our Watch and Victorian policy was following the Royal Commission into Family Violence in Victoria. Figure 17 shows the various policies (shaded blue) being developed out of the Royal Commission and at which points (shaded green) they connect with Our Watch specifically.

Royal Commission into Family Violence in Victoria, 2016

Our Watch, as did many other organisations, made a two-part submission to the Royal Commission in 2015 (Fergus, 2015). The submissions provided an evidence base on the drivers of violence against women, what works to prevent it, and challenges for population-level change, as well as details of a national framework to prevention violence against women and their children

Since that time, Our Watch's work has figured prominently throughout Victoria's policy development.

Ending Family Violence: Victoria's Plan for Change, 2016

This document details the establishment of a prevention agency, which became Respect Victoria. One of the aims set out in the Plan for Change was to work with Our Watch as Australia's national primary prevention organisation (which is again reiterated in the Rolling Action Plan 2017–2020 as well as Free from Violence's First Action Plan in 2018). The Plan also details the funding provided to Our Watch from the Victorian Government to 'develop a framework model, practice standards, and transferable tools and resources for workplaces to use in their efforts to achieve more equal and violence free workplaces' (Victorian Government, 2016a, p.27) which became the large program of work delivered by Our Watch in 2017. This program of work was also referred to in the Free from Violence Strategy (see below). The associated Rolling Action Plan 2017–2020 also refers to Respectful Relationships Education to be rolled out across Victorian Schools (Victorian Government, 2017a).

Free from Violence: Victoria's strategy to prevent family violence and all forms of violence against women (Free from Violence Strategy) (2017) (including the First Action Plan (2018) and Capability Framework (2017))

The Free from Violence Strategy directly 'draws from' *Change the Story* as developed by Our Watch, ANROWS and VicHealth (2015) (Victorian Government, 2017b, p.7). It also refers to Our Watch's pilot program implementing a whole of school approach of Respectful Relationships Education in Schools as an example of setting-specific interventions. The Strategy states that the learnings from the pilot have been integrated into the roll out for Victorian schools.

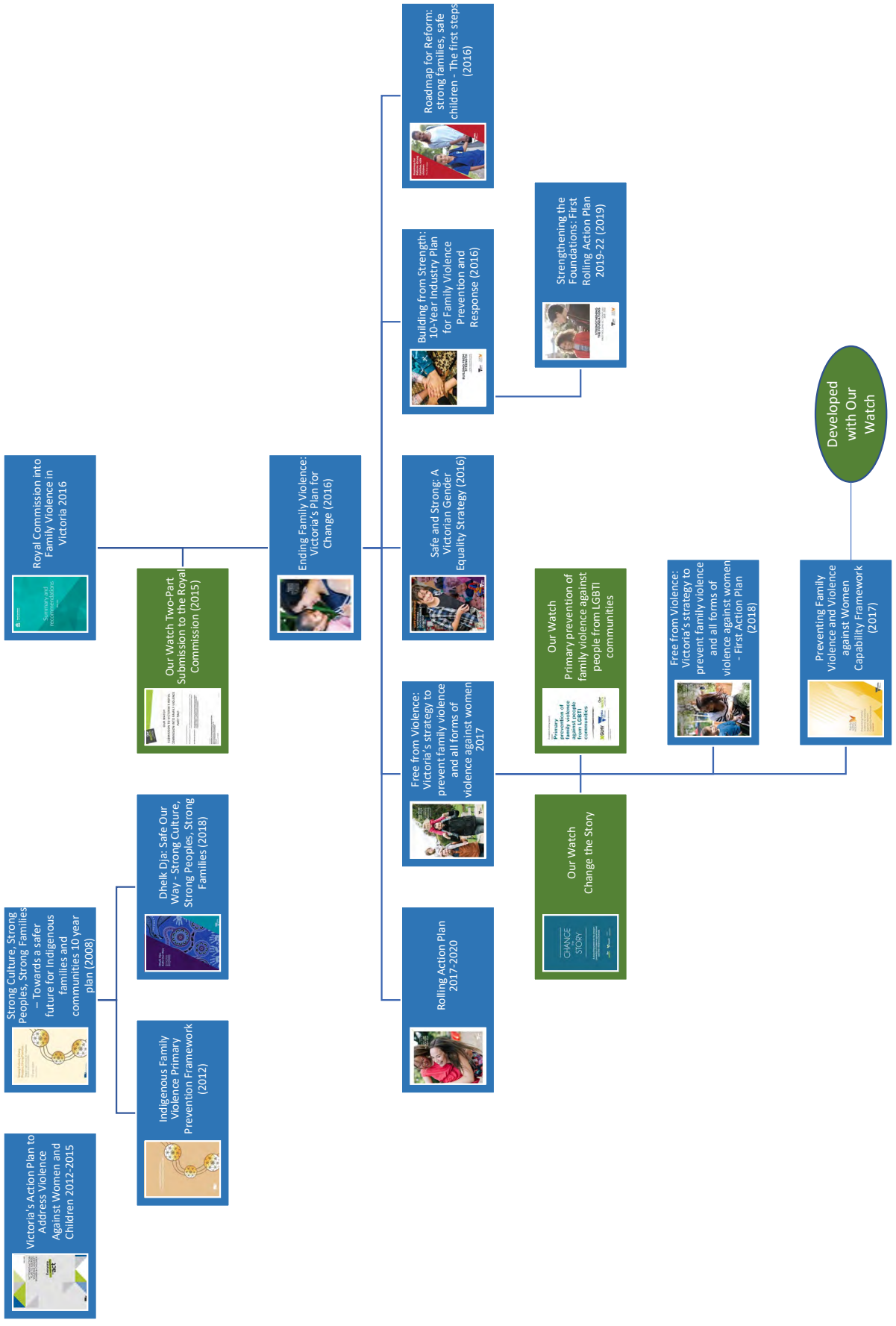
The Free from Violence First Action Plan (Victorian Government, 2018) specifically refers to the research commissioned by the Victorian Government and undertaken by Our Watch in collaboration with Gay and Lesbian Health Victoria. This research resulted in Our Watch's publication: *Primary prevention of family violence against people from LGBTI communities* in 2017 and provided the foundations for activity development as part of the Free from Violence First Action Plan.

The Capability Framework was 'developed with' specialist sectors, including Our Watch (Family Safety Victoria, 2019, p.15). It directly draws on *Change the Story*'s figure explaining the different levels of intervention for violence against women (primary, secondary, tertiary) (Family Safety Victoria, 2017, p.6) (as does the Building from Strength policy document published in 2017 (Victorian Government, 2017c). Furthermore, the Capability Framework acknowledges the work of Our Watch at the time in developing *Changing the Picture* and that this will be used to guide workforce development.

Safe and Strong: Victoria's Gender Equality Strategy 2016

Finally, Victoria's Safe and Strong Gender Equality Strategy also refers to the establishment of Respect Victoria, a Prevention Agency, that will work with Our Watch as well as fund and support local primary prevention alliances. In addition, the Strategy sets out the plan to access existing data sets from organisations such as Our Watch from which to develop outcome measures for measuring progress in gender equality (Victorian Government, 2016b).

Figure 17: Victorian Policy



NORTHERN TERRITORY

Northern Territory's Policy Framework for Northern Territory Women 2015–2020

It is outlined in this strategy document that the Northern Territory is a member of Our Watch. A basic overview and outline of Our Watch's work is provided in the document, and membership is considered significant in respect of direct actions that the state is undertaking to achieve aims related to the primary prevention of violence against women. It also stipulates that the Northern Territory is assisting with the creation of a National Domestic and Family Violence Prevention Framework being developed by Our Watch. The connection to Our Watch is discussed in a more limited way in the two strategies that have been developed specifically in the context of the National Plan. However, reference to *Change the Story* is made regarding the drivers and reinforcing factors of violence against women, and the need to focus on gender equality in the context of primary prevention. Consequently, the work of Our Watch has provided an important source of framing for the document and access to an evidence base to inform the strategy and initiatives that are implemented as a result.

First Action Plan 2018–2021 Changing Attitudes, Intervening Earlier and Responding Better

In the first action plan that supports the overall *Domestic, Family and Sexual Violence Reduction Framework 2018–2028* (Northern Territory Government, 2018a) it is acknowledged that the Northern Territory will use *Change the Story* to inform their development of a new Gender Equality Framework. Additionally, it is discussed that work will occur across a variety of key settings in the Northern Territory (religious, sporting, business/industry, and community) to target outcomes aligned with *Change the Story* including challenge condoning of violence against women, promote women's independence and decision-making, challenge gender stereotypes and roles, and strengthen positive, equal and respectful relationships.

TASMANIA

Safe Homes, Safe families: Tasmania's Family Violence Action Plan 2015–2020

In *Safe Homes, Safe Families* it is stated that becoming a member of Our Watch is one of the actions the Tasmanian Government will take (Tasmanian Government, 2015). Attaining Our Watch membership was one of five actions outlined as part of contributing to changing attitudes and behaviours that lead to family violence. Budget was committed to joining the national organisation and Our Watch's four areas of work were outlined in the action plan alongside their focus on the attitudes, behaviours, social norms and power imbalances that underpin or support violence against women and their children. Another significant focus of this action plan was on embedding respectful relationships education in the Tasmanian school curriculum with emphasis on delivering a whole-of-school approach.

Safe Homes, Families, Communities: Tasmania's Action Plan for Family and Sexual Violence 2019–2022

In *Safe Homes, Families, Communities* the influence of Our Watch on Tasmania's policy agenda has observably grown (Tasmanian Government, 2019). The document refers to *Change the Story* and uses this to help describe what a primary prevention approach is and why it is important. The Tasmanian government's membership of Our Watch is also acknowledged as an achievement that occurred as part of the preceding action plan. Reference to being a member of Our Watch is also made in the *Tasmanian Women's Strategy 2018–2021* (Tasmanian Government, 2018).

Most significantly, the document outlines the intention to appoint an Our Watch Primary Prevention Officer to build primary prevention capacity, capability, and expertise in Tasmania. It is stated that they will work closely with government and non-government services to implement key Our Watch projects in Tasmania, work with Our Watch Ambassadors to promote primary prevention activities in Tasmania, and provide organisations with technical advice and expertise on building primary prevention in their organisations and communities. This is a key policy initiative directly influenced by Our Watch's work.

SOUTH AUSTRALIA

Committed to Safety: A Framework for Addressing Domestic, Family and Sexual Violence (2019)

South Australia's *Committed to Safety: A Framework for Addressing Domestic, Family and Sexual Violence (2019)* (the SA Framework) states that the work of Our Watch directly informed the development of the Framework (Government of South Australia, 2019). In particular, *Change the Story* and *Changing the Picture* have been referenced as fundamental documents that informed the priority areas outlined and the approach to change required. In setting out the first pillar of 'primary prevention' the definition of this has been cited from *Change the Story*. Alongside informing the development of The SA Framework, the South Australian government also state that Our Watch's work and key documents will underpin future work and programs in this area. Additionally, the priority areas and population groups outlined in The SA Framework also align with Our Watch's own policy agenda.

Our Watch has also been stated as an important partner in the prevention work that will continue to be undertaken in South Australia. Such initiatives include workplace equality and respect programs, the local government toolkit pilot, respectful relationships education, and voices for change. Consequently, Our Watch has had a significant influence on the development of policy and programs in South Australia. The South Australian government has used a number of instrumental Our Watch resources to inform their ongoing work.

QUEENSLAND

Domestic and Family Violence Prevention Strategy 2016–2026 (QLD DFV Strategy)

Queensland's First Action Plan of the Domestic and Family Violence Prevention Strategy 2016–2026 specifically states that becoming a member of Our Watch is one of the actions the Queensland Government will take. It was reported that Queensland would join Our Watch on 19 June 2015, becoming a member in 2016, as the QLD DFV Strategy, Violence against Women strategy and Women's strategy were also launched.

The influence to join Our Watch had initially appeared in ***Not Now, Not Ever*** report (Queensland Government, 2014), developed by a Special Taskforce, and which led to the QLD DFV Strategy. Our Watch is referred to as having made a submission to the Special Taskforce.

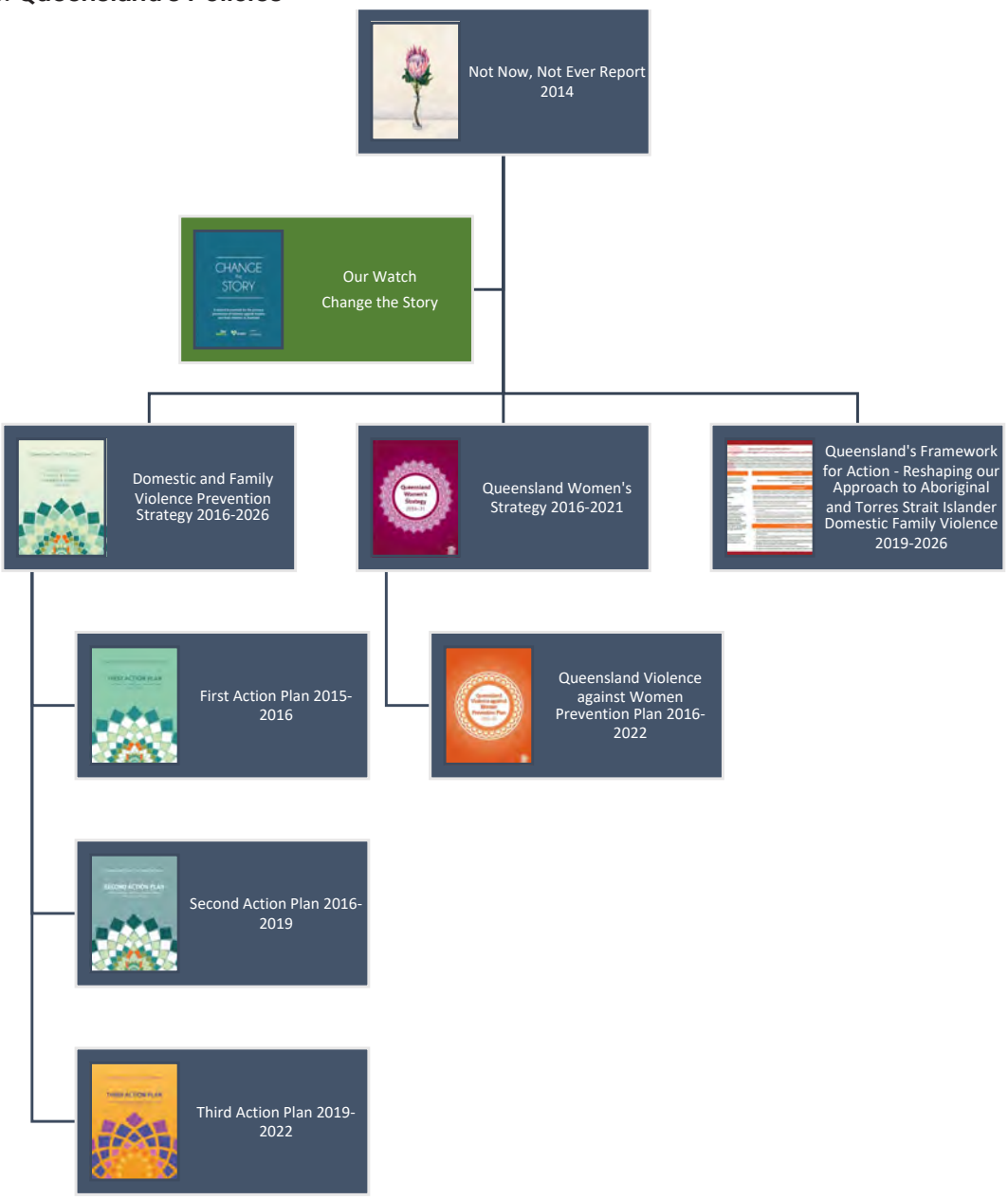
In particular, the ***Not Now, Not Ever*** report refers to Our Watch's work in cultural, behavioural, and attitudinal change; partnerships made community-wide (such as VicHealth and ANROWS); media reporting, and language use more broadly, and respectful relationships. Our Watch's work in media reporting is stated as a specific reason to partner with Our Watch and build on their work for cost efficacy (Special Taskforce on Domestic and Family Violence in Queensland, 2014). The foundational report also refers to Our Watch's work in gender-equitable respectful relationships and recommends rolling out the teaching of gender equality and respectful relationships in schools, the pilot of which is reported to have been rolled out in the Second Action Plan (Queensland Government, 2019).

Queensland Violence Against Women Prevention Plan 2016–2022

The Queensland Violence Against Women Prevention Plan 2016–2022 is complimentary to the QLD DFV Strategy and puts into action the strategy set out by the Queensland Women's Strategy 2016–2021. It specifically refers to supporting Our Watch's implementation of ***Change the Story*** and development of a primary prevention model for violence against Aboriginal and Torres Strait Islander women as one of its actions (Queensland Government, 2015b).

Figure 18 below shows Queensland's policy development. As with the visual representation of Victoria's policy development, we show the key policy document being the Not Now, Not Ever report at which point Our Watch intersects (shaded green) and from which future policy documents (shaded blue) were developed.

Figure 18: Queensland's Policies



ACT

ACT Violence against Women Strategy, Second Action Plan 2015–2017

In the policy documents and action plans previously outlined there is no specific mention of Our Watch. However, in the Second Action Plan report of the ACT Violence against Women Strategy (ACT Government, 2015) Our Watch are recognised in relation to the ACT government's work in respectful relationships education and the incorporation of this into the ACT curriculum in 2016. The ACT government's membership of Our Watch is also discussed in the context of sharing and developing a national evidence base. Furthermore, education, the media and workplaces are recognised as key settings for promoting gender equality and fostering social change. These are highlighted across the ACT VAW Strategy and the Women's Health plans. These share direct alignment with Our Watch's priority settings.

Beyond these aforementioned interactions with Our Watch, it is unclear how much influence the organisation has had on ACT government policy.

WESTERN AUSTRALIA

Path to Safety: Western Australia's strategy to reduce family and domestic violence 2020–2030

Our Watch's work and resources are referred to significantly in this strategy document (Government of Western Australia, 2020a). In a timeline of events highlighting the activities undertaken by the Western Australia government in the context of preventing domestic and family violence becoming a member of Our Watch is recognised as a significant milestone. It is deemed a 'critical first step in building capacity for primary prevention in Western Australia' (Government of Western Australia, 2020a, p.20). Gender inequality as a cause of violence against women is also outlined with reference to *Change the Story*, alongside the specific, contributing drivers that are documented in Our Watch's framework. *Changing the Picture* is also referenced in the context of recognising that the drivers of violence in Aboriginal and Torres Strait Islander communities intersect with other forms of disadvantage. Our Watch's work in Respectful Relationships is also described with this being a critical area of activity and a focus setting for Western Australia's prevention efforts.

It is apparent that the latest strategy aimed at primary prevention is much more sophisticated and nuanced than the previous iteration (2012–2022) with greater focus on gender inequality, how to address the drivers of violence against women and the need for an intersectional approach that recognises difference between special population groups.

Path to Safety 2020–2030: First action plan

As part of this action plan Our Watch are referenced as a key partner in regard to providing expertise on good practice in primary prevention to support community-led prevention and activity efforts (Government of Western Australia, 2020b). This highlights how the organisation is perceived by the Western Australia government as a strong source of established expertise in regard to primary prevention.

NEW SOUTH WALES

In comparison to the other States, there is more limited reference made to Our Watch and their areas of work. *Change the Story* is referenced in the latest strategy document focused on domestic and family violence, *NSW Domestic and Family Violence Prevention and Early Intervention Strategy 2017–2021*. There is limited discussion of the gendered drivers of violence against women, or any of the priority settings and supplementary frameworks produced as part of Our Watch's work (NSW Government, 2016).

However, the work of ANROWS is outlined in the *NSW Sexual Assault Strategy 2018–2021* with attention directed at the need to 'scope research projects with ANROWS' to help build evidence on effective prevention strategies (NSW Government, 2018). As was also raised in communication with stakeholders during the evaluation, it is not always clear as to the distinct roles of ANROWS and Our Watch. Whilst ANROWS is a research organisation, Our Watch is not. Our Watch's focus is on primary prevention, whilst ANROWS could potentially also cover this in their remit for research into women's safety.

The work of Our Watch has been commended and discussed in NSW reports that review domestic violence homicides, conducted by the NSW domestic violence death review team (DVDRT). A number of recommendations have been made to NSW government that relate to using and incorporating Our Watch's work into current strategy. An overview is provided below.

NSW Domestic Violence Death Review Team Report 2015/2017

Becoming a member of Our Watch was a specific recommendation made in this report, which was not enacted until 2019 (NSW Domestic Violence Death Review Team, 2015). Our Watch's work in media settings was also positively appraised in regard to the National Media Engagement project. It was strongly affirmed that NSW media practice needed to be improved. Additionally, it was suggested that the DVDRT Secretariat work with Our Watch to analyse media reporting around murder suicides in NSW.

NSW Domestic Violence Death Review Team Report 2017/2019

Our Watch's work in relation to Aboriginal and Torres Strait Islander communities was recognised in this report, in particular *Changing the Picture* and the need to listen to different peoples' experience of domestic and family violence (NSW Domestic Violence Death Review Team, 2017). A lack of coordinated action specifically responding to the drivers of domestic and family violence in particular population groups was highlighted as an area requiring improvement.

Conclusion on connection into and delivering policy

Our Watch has had considerable impact on the development of national and state-based primary prevention policy.

Policy in relation to the primary prevention of violence against women and their children has been fast developing over the last few years, following the first National Plan. This development has not occurred at the same time, or same pace, across Australia as is clear from the number of policies developed and implemented over that time. However, it is clear that policies have increasingly become more nuanced and sophisticated, as well as increasingly influenced by Our Watch's foundational work in both *Change the Story* and *Changing the Picture*.

For example, Queensland's policies as they originated arising out of the Not Now, Not Ever Report, specifically looked to Our Watch in guiding primary prevention policy and, following membership of Our Watch, sought to support the work of Our Watch by implementing *Change the Story* as well as supporting the development of a primary prevention model for violence against Aboriginal and Torres Strait Islander women.

New South Wales and Australian Capital Territory are the two States that have seemingly had less engagement with Our Watch based on references made to Our Watch's frameworks and activities in key policy documents and reports. This is unsurprising given NSW became a member of Our Watch in only 2019. Strong recommendations have been made in NSW by the NSW Domestic Violence Death Review Team to utilise the work undertaken by Our Watch going forward.

Other States and Territories have had greater interaction with Our Watch, which is clear in their policy and strategy frameworks. States have drawn on *Change the Story* to help underpin their specific approaches with focus on the gendered drivers of violence against women. Additionally, many have also used *Changing the Picture* and have recognised the need to work differently across diverse population groups. Respectful relationships education (in schools and workplaces) has also had strong uptake from the majority of States and Territories. Additionally, the settings for work (i.e., workplaces, schools, sporting clubs, industry) identified in many state strategies have strong alignment with Our Watch's priority settings.

Becoming a member of Our Watch is also recognised as a critical moment in many state descriptions of work being undertaken to build primary prevention capacity and deliver on the outcome of reducing the incidence of violence against women.

Connecting to the international primary prevention context

This sub-theme arose from one of the original evaluation questions that covered both the national and international contexts. As such, given the different scope we have separated out analysis on connections with international work on primary prevention.

Relevant evaluation (sub)question:

8. How has Our Watch connected to and supported the international primary prevention context?

Our Watch's work is being connected with beyond Australia's borders, despite this not being a core objective of their work. The possibilities for Our Watch's international impact may be currently limited by its operational model.

Connecting into the international primary prevention context was not within the original scope of Our Watch's work, but it was identified in the Fourth Action Plan (Commonwealth of Australia, 2019) as a key area for Australian policy as it signed up to CEDAW and in recognition of the UN's Sustainable Development Goals.

Reach in the international primary prevention context

As we noted earlier in Theme 1 and Our Watch's national reach, although most academic literature citing Our Watch publications originated from Australia, seven have originated from overseas since 2017. The countries in which the first authors were located include Spain, Netherlands, Portugal, Canada and the USA (see Appendix 7 for the full list of academic literature citing Our Watch publications).

Again, given the time it will take for Our Watch's publications to filter through such academic articles, it is likely that Our Watch's international reach in academic literature will increase.

In relation to Our Watch's publications being identified and used overseas, *Changing the Picture* and *Men in Focus* had high overseas news coverage. Generally, international reach via citation in governmental policies and overseas organisations such as Care International[32], Pacific Women, UNICEF and UN Women[33], appears to be more common than international reach via news coverage. The work of Our Watch across Change the Story and Respectful Relationships in Schools has been picked up in both Scotland[34] and Wales[35].

Connecting to the international primary prevention context

Our Watch provided the evaluation team with a list of international organisations with which they had connections and established. While Our Watch has had limited contact with international organisations, they have established a strong working relationship with UN Women's Asia Pacific Office (Partners in Prevention). Our Watch also collaborated with UN Women on events at the Asia-Pacific Beijing+25 Review in Bangkok in 2019 and joined both the civil society meeting for the Asia Pacific Regional consultation on progress towards the Beijing Platform for Action, and the Ministerial Forum. They also presented at the Sexual Violence Research Initiative (SVRI) Forum in Cape Town from 21–25 October 2019 on their conceptual and methodological approach to primary prevention and at a conference in the UK.

32 https://www.care-international.org/files/files/Counting_the_costofViolence.pdf and https://insights.careinternational.org.uk/images/in-practice/GBV/CARE-life-skills-Vanuatu-2017-ONLINE_FINAL.pdf

33 https://www.youtube.com/watch?v=sR-3gZWxT8o

34 https://www.gov.scot/publications/expert-group-preventing-sexual-offending-involving-children-young-people-prevention-responses-harmful-sexual-behaviour-children-young-people/pages/20/ and https://www.gov.scot/publications/expert-group-preventing-sexual-offending-involving-children-young-people-prevention-responses-harmful-sexual-behaviour-children-young-people/pages/16/

35 https://www.cardiff.ac.uk/__data/assets/pdf_file/0016/1030606/informing-the-future-of-the-sex-and-relationships-education-curriculum-in-wales-web.pdf

Other international contacts mentioned by Our Watch include being approached by a representative from the InterAmerican Development Bank and setting up a study tour to Australia through the Equality Institute for representatives from Colombia and Peru concerning supporting this kind of approach in the region. The group spent half a day at Our Watch and received feedback that the Peruvian government sought to set up a whole of government approach to establish work there. It appears that these international contacts are handled on behalf of Our Watch by the Equality Institute and the Prevention Collaborative, an international organisation dedicated to preventing violence against women. They have also been approached by an organisation from New Mexico in the USA to translate Change the Story inti Spanish, and by a Canadian MP commending Change the Story and noting that she had tabled it in the North West Territories Legislative Assembly.

To further explore the international impact of Our Watch's work on primary prevention a message was transmitted through the European Gender and Violence network (which is open to those within the European Union and beyond) to establish the extent to which members of the network were engaged in the primary prevention of violence against women and whether they were familiar with the work of Our Watch. The communication briefly explained the work of Our Watch, the evaluation and asked about connections that have been or could be made. The focus of the European Network is made up of more than 100 members and its focus is broader than prevention. Responses were received from Portugal, Romania, Slovenia, Wales, and Germany. All were interested in knowing more, but none were familiar with the work or resources of Our Watch prior to this initial contact.

The evaluation team's network was also targeted, and colleagues working in primary prevention in South Africa were also contacted. Five organisations were contacted directly, but none indicated that they knew about the work of Our Watch.

During the stakeholder engagement for recruitment into interviews and the concept mapping phase of the evaluation, we spoke with a contact at the UN Women's Asia Pacific Office. This was a key conversation to show the start of Our Watch's presence in the international scene, and recognition of its work and resources. In particular, the interviewee explained:

> *Change the Story has relevance well beyond the borders of Australia. They have presented a vision and a sense of possibility, and alongside the sense of possibility the ways we can track our progress and momentum to get there.*

She also explained the impact Our Watch had on their work in the Asia Pacific region:

We have taken opportunities to learn from their work, to share some of their work and their documents with partners as we've been trying to advance better practice on prevention across the region … So we really see them as generating very valuable strategic guidance and lessons that we've been grateful to utilize as well as share.

The possibilities for Our Watch's international impact may be currently limited by its operational model. Potential for collaborations is certainly apparent, but whether this could be directly or through a partner institution that has the resources to do so, is unknown. For example, whilst not able to directly undertake an adaptation of *Counting on Change* to an international audience, Our Watch worked with the Equality Institute to provide expertise in its adaptation for UN Women to provide opportunities for other counties to undertake such work.

Internal and external facilitators and barriers to the work of Our Watch in Australia

Relevant evaluation questions:

9. To what extent does Our Watch's operational model enable it to perform effectively on a national scale?
10. What are the factors that have enabled or acted as barriers to progress in Our Watch's work?
11. What are the key strengths and opportunities for improvement in Our Watch's work?

Our Watch is seen as an important resource for organisations and practitioners, addressing all levels of Australian society strategically. However, its operational model and funding structure promote a reactive rather than proactive response to primary prevention development. Stakeholders can be unclear as to who is primarily responsible for research into primary prevention of violence against women, ANROWS or Our Watch. Whilst issues such as: geographical distance; accessibility and acceptability of resources used across diverse contexts and communities; appropriate implementation of intersectionality in practice, is challenging to address and manage. Furthermore, the overlap in primary prevention, secondary prevention and response practice across Australia means it can be challenging to focus on primary prevention alone.

Operational model

As detailed under the section Who is Our Watch? Our Watch was set up as a Company Limited by Guarantee.

It has the Commonwealth and Victorian Governments as founding and Principal Members. Under the constitution, principal membership will not change. All other Governments who were invited and joined as members after that point are considered Ordinary Members. All State and Territories, other than Victoria, are now Ordinary Members of Our Watch, although each signed up at different times since 2014 (the last to sign up was New South Wales in 2019).

Our Watch membership

The type of membership and associated voting rights are connected to both the amount of funding provided to Our Watch. As Principal Members, the Commonwealth and Victorian Governments provide the most money in the form of annual 'Principal Base Funds'. Ordinary Members then provide annual Base Funds. Principal Members have the right of one vote on a show of hands and two votes on a poll at a meeting of Members. Whereas all other States and Territories as Base Members, have only the right of one vote on both a show of hands and on a poll.

Funding

Whilst providing ongoing operational funds for Our Watch to undertake its scope of work, as set out in the Constitution, there are a number of challenges that can be experienced with this particular set up. Both the Principal Base Funds and Base Funds collectively only provide a certain amount of funding for Our Watch to function. Being provided on an annual basis, additional funds must be sought for any programs or initiatives outside of core operations. It is Our Watch's responsibility to seek additional funds, although they are often approached by Member States and Territories[36] to undertake particular programs as identified in their respective policy agendas. Whilst this means programs and initiatives are funded at the request of States and Territories, as primary prevention continues to develop, this can provoke a reactive culture rather than proactive and long-term planning with regards to responding to the

36 Our Watch was successful in securing funding through partnership with MIMCO that resulted in the #BecauseWhy campaign

development of national and state/territory policy. It also means Our Watch may not be able to respond as quickly to incorporate new learnings as they collate and build on evidence in relation to primary prevention. Furthermore, they cannot plan or implement long-term follow up of programs to assess ongoing implementation and analysis of medium- or long-term outcomes. Funding cycles for one-off initiatives are often short and rarely embed such long-term evaluation principles.

This unequal funding provision also can provoke a perception that Our Watch is Victorian centric. The Victorian Government as a Principal Member provides a greater proportion of funds alongside the Commonwealth Government. Our Watch is also geographically located in Victoria. The Victorian Government has provided substantial additional funds for programs/initiatives as the State continues its fast-paced policy development and delivery in the field of prevention of violence against women. This can be seen, for example, in the Workplace Equality and Respect Program (WER). Whilst the learnings and resources from all such programs are understood to be applicable and made available nationally, it can sometimes be perceived as being Victorian only, or not as relevant for the diverse contexts we have in Australia between the States and Territories. A greater appreciation of the varying levels of maturity in primary prevention focus and activity across jurisdictions is useful when considering the differing levels of funding being provided.

Geographical location

Our Watch's geographical location, as influenced by the membership of Our Watch, has also sparked an additional challenge in perceived knowledge of and access to Our Watch. In the interviews with stakeholders which we detail below, the theme of 'the tyranny of distance' arose. We note from interviews with stakeholders that the strength of engagement with Our Watch decreases the further from Melbourne the stakeholder is located. Knowledge of Our Watch was greater at the level of state/territory government than at the individual or practitioner level. But as one participant noticed, the distance is not purely related to Our Watch's operational setup — States and Territories can be challenged by a city-centric bias, with regional and remote communities not always serviced as strongly as their metropolitan counterparts (Campo & Tayton, 2015).

However, the Tasmanian Government has provided funding to enable an Our Watch employee to be based in Tasmania. This has proved a useful additional resource to connect with existing primary prevention activities currently taking place through the State (although Covid-19 has somewhat limited expected capacity to undertake this work).

Breadth of activities and target population

Our Watch's constitution sets out very broad and multiple activities related to the prevention of violence against women and their children. These objectives have been incorporated into Our Watch's Strategic Plan but essentially require Our Watch to work at the Macro (societal/cultural level, and national policy), Meso (organisational level) and Micro (individuals across Australia) levels.

The Constitution of Our Watch sets out the following overarching activities in section 3.1:

- raising awareness and engaging the community in taking action to prevention violence against women and their children
- driving a broad-based change in attitudes that condone or excuse violence against women and their children and promote respect between men and women, including young people and children
- working with communities in which women and their children can be especially vulnerable to violence, including Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, and women and children with disabilities
- protecting children through preventing violence against women, recognising the linkages between violence against women and child safety and wellbeing
- building a platform to bring together and support existing best practice primary prevention and other community organisations to collaborate in reducing violence against women and their children

- establishing an innovative and sustainable company.

These overarching activities are to be addressed by the following, more specific, activities as set out in 3.2 of Our Watch's Constitution:

- educating the community:
  - profiling best practice prevention strategies, other research and innovative practices
  - establishing a strong online presence, through website and social media
  - providing an online forum
  - sharing and funding the development of resources
  - engaging positively with the media
- engaging and activating everyone in the community:
  - targeted social marketing and online campaigns
  - delivery of information sessions, forums and conferences
  - sponsoring, organising and participating in appropriate community and national events and festivals
  - undertaking innovative prevention and early intervention projects in media, schools and community (including Aboriginal and Torres Strait Islander and culturally and linguistically diverse communities)
- partnering with:
  - business leaders in key industry sectors to raise awareness about violence and encourage those industry sectors to stand up against it, including finance, retail, construction, sport, health and community
  - leaders from Aboriginal and Torres Strait Islander and culturally and linguistically diverse communities
  - research bodies with similar interests and objectives (such as ANROWS and White Ribbon Foundation Australia) to use and promote the evidence base on violence against women and their children
- collaborating with businesses, philanthropic organisations, and governments across Australia
- fundraising to secure the future of the Company and attract supporters
- establishing strong governance.

From National policy advocacy and response through to changing the attitude and behaviour of individuals across Australia, it is questionable to what extent Our Watch could be ultimately successful across all these activities. It is also unclear as to who is primarily responsible for research into primary prevention of violence against women and their children, ANROWS as a research organisation dedicated to women's safety, or Our Watch as the national leader in primary prevention. This was also raised by stakeholders during the interviews:

> *Is it Our Watch or ANROWS that have the national community attitudes survey?* (NGO, Vic)
>
> *I also wonder about the relationship between Our Watch and ANROWS, because, I don't know if ANROWS are doing enough research in the primary prevention space … I just don't think they got the skill set yet in the primary prevention … So, there is a lack there and where it sits, I think is questionable* (NGO, VIC)
>
> *I think I get confused between ANROWS and Our Watch. I have to say* (Local government)

The structure of Our Watch does enable different teams to focus on different aspects of its work. For example, there are four Directorships (Our Watch, 2019d):

- Practice Leadership
- Corporate Services
- Policy and Evaluation
- Marketing and Communications

However, given the scope of work required now, and in the future, a review of such a structure may be required to ensure Our Watch is sufficiently supported and resourced to undertake all expected activities and successfully reach all States and Territories including metro, regional and remote areas. If Our Watch is to continue developing international connections, this may also need to be better catered for within the current operational structure and funding provision.

Strengths, opportunities and barriers

In this section the findings from the interviews are discussed under three main headings: Our Watch Strengths and Barriers to Our Watch Progress, and Opportunities for Improvement.

Strengths and enabling factors

Overall, Our Watch is seen as an important resource for organisations and practitioners regardless of the sector or location. In some interviews fears were expressed about the possibility of the evaluation resulting in the loss of what was perceived as an important community resource.

All state government representatives interviewed (n=12) were particularly appreciative of Our Watch's support, mentioning not only the respect Our Watch commands in the community and its leadership in matters concerning violence prevention but also the way this assists them to implement their own state agendas. Other factors mentioned by state government representatives were the generous support provided by Our Watch staff, policy leadership, and the importance of *Change the Story*, which was described as ground-breaking.

> *The Our Watch brand is respected in the community. I think it's more effective in getting [our] messages out there. So, I think what Our Watch has done very well to be the sector leader in response to events happening, for example, a family violence incident, make a [public] statement about it provides a bit of an impetus for [state] governments to get behind and take action if you like. The main benefit we see is that it's an authority figure and it's respected by the sector* (State Government, TAS).

Community sector workers similarly used terms such as 'great support' and 'they take their intersectional and diversity role seriously'. There was also strong praise for Our Watch's evidence base and *Change the Story* was repeatedly identified as providing a basis on which state policy agendas and community programs could be built.

> *I have found Our Watch a really critical source of information that we can use to understand the gendered drivers and repurpose our communications and policies. It's really valuable to have that shared understanding with other bodies we are involved with as well.* (NGO, SA)

One interview was achieved with an international NGO representative who also praised the work of Our Watch and noted the significance of *Change the Story* beyond Australia's borders. This participant also expressed enthusiasm for working with Our Watch in future if their brief was expanded beyond Australia's borders:

> *Change the Story has relevance well beyond the borders of Australia. They have presented a vision and a sense of possibility, and alongside the sense of possibility the ways we can track our progress and momentum to get there.* (NGO, Asia Pacific)

Regardless of the sector, *Change the Story* and Our Watch's practical resources were repeatedly mentioned as important outputs. For example, several community sector workers described it as a 'key piece for our work in primary prevention'. In sport, Our Watch's evidence and resources were cited as making

it easier to communicate with members about the drivers of violence. Another participant from an elite sport that had participated in the National Sport Organisation (NSO) program noted how the work they had done with Our Watch had continued to have an impact on their members and the communities with which they engaged.

> *We're going out to communities and talking to farmers and mechanics and some of these men had never spoken about the connection between sexism and sexist jokes and linking that to violence against women. But then they hear it from our players and suddenly are connecting all the dots.* (NSO)

Change the Story is also starting to be used in work with LGBTIQ+ communities, although the gendered lens does not adequately meet their needs. A participant noted that *Change the Story* is useful, but it does not go far enough and to work in the LGBTIQ+ community they have to 'go and do all that research ourselves' to develop an evidence base that is relevant to the community.

Overall, stakeholders expressed strong support for Our Watch and its work that was accompanied by a fear of losing what is seen as a vital, national resource that not only supports but also drives the primary prevention of violence against women. One participant reflected that the growth of Our Watch could also be a challenge.

> *Our Watch is growing quickly and they're going to grow more. I think one thing that's probably key for them to think about is how you grow that size and still really ensure that kind of consistency and the quality of work across the board, which I think is challenging when you're a very fast-moving organization trying to develop that as you go.* (State Government, VIC)

Barriers to progress

Although those interviewed expressed strong support and appreciation for Our Watch's work and resources, they also offered a number of constructive criticisms that reflect challenges and potential barriers to Our Watch achieving its objectives to:

- engage the community to prevent violence against women and their children
- drive broad based attitude change
- recognise and promote the link between violence against women and child safety and wellbeing
- bring together and collaborate with other best practice and community organisations to reduce violence against women
- work to embed gender equality and prevent violence where Australians live, learn, work, and socialise
- promote the prevention of violence against women and their children.

There is a risk of Our Watch being seen as all things to all people working to prevent violence against women, from private sector and non-government organisations, to state and local governments and practitioners working at the local level. This implies reach to all parts of the Australian society which in practice is very challenging to deliver, and the interviews highlighted that some practitioners at the local level feel that they have not been adequately supported by Our Watch.

Our Watch works to address all of levels of Australian society strategically through its four streams of work: the media, engaging and educating individuals in the community, working with organisations and in settings, and influencing policy development in all levels of government and institutions (Our Watch, 2017a). The media plays a role in social marketing programs that reach out to educate and influence individuals in the community; it also influences the ways in which violence against women is reported. Influencing policy is achieved by working closely with state and territory governments and on submissions to hearings, royal commissions and other policy related sources on matters related to violence against women and prevention. Our Watch has also achieved some success working with large private sector organisations to influence policy and practice.

Where barriers to Our Watch's progress stood out most in interviews was with practitioners. In Victoria there are some primary prevention specialists whilst outside of Victoria fewer specialists are apparent. Practitioners work across a wide geographical area and in wide range of settings, many of them are engaged in both prevention and response. Our Watch's work in this area appears to be carried out through the development of resources that are mainly available online with some direct training. The interviews provided some insight into how effective resources are in supporting organisations and workers to engage with primary prevention across settings.

In the next section the findings concerning supporting organisations and workers in priority settings and barriers to progress are discussed under the following four themes: The Tyranny of Distance, Approaches to Primary Prevention, *Change the Story* and Resources, and Intersectionality.

The tyranny of distance and approaches to primary prevention

Distance plays a key role in engagement with and knowledge about Our Watch; in Victoria participants at all levels who were interviewed demonstrated a high level of understanding about primary prevention and strong connection with Our Watch and its resources.

> *So obviously the gender equity and the prevention of violence against women, the resources that Our Watch have produced have been something that we've used a lot as foundational work* (Practitioner, Vic).

The strength of engagement with Our Watch seemed to diminish with distance from Melbourne. While most participants from state/territory governments who were interviewed were very clear about the role of Our Watch, but they were also aware that knowledge about putting primary prevention into practice was a challenge at the community practitioner level.

> *There are some challenges. We're either really capital city-centric or we're getting into the nuance of our remote communities that present challenges from anything around services, let alone primary prevention* (State Government).

At the start of this section concerning barriers to progress in Our Watch's work we drew attention to the risk of Our Watch being seen as being all things to all people. As the distance increases from Our Watch's head office, understanding of Our Watch and their work as well as Our Watch's ability to consistently engage with all regions of all States and Territories appears to decrease. In the short time since inception, it is challenging for Our Watch to comprehensively address, respond to and connect in with the differing primary prevention needs and existing work across Australia's various contexts.

Several aspects of how primary prevention is approached arose during interviews, both in terms of understanding of primary prevention and whether it is a speciality or should be incorporated more broadly into work associated with violence against women and gender equality. In Victoria there is a well-defined primary prevention workforce as well as a response workforce which appears to incorporate some primary prevention in its practice. Beyond Victoria there is a less well-defined primary prevention workforce with understanding about primary prevention being less clear.

> *Unfair pressure is placed on organisations because people want to see immediate results when they don't really understand what it is we're trying to change. I think the link between family violence or violence against women and gender inequality, it's still a big gap for a lot of people.* (National primary prevention activist)

In Victoria understanding about primary prevention is strong and primary prevention is being adopted as part of usual practice. One participant explained 'people are wanting to do more work in gender equity, and those drivers because they are understanding that link.' Beyond Victoria primary prevention was less well understood or adopted. One example of promising practice to address this was found in Tasmania where an Our Watch worker has been funded by the Tasmanian Government to be located in Tasmania. A participant who has close contact with the Our Watch worker explained that she had been able to make contact with the violence against women sector in that State and to spread awareness about

primary prevention. The Our Watch worker had found that 'a lot of Tasmanian organizations are doing primary prevention work, but they wouldn't necessarily know that that's what they're doing'.

This raises the question of whether primary prevention should be separate from day to day practice or included (as the Our Watch worker in Tasmania is discovering). For many practitioners outside of Victoria it is not entirely clear whether primary prevention is a specialist program, or a way of working integrated into day to day practice. This has implications for the ways in which Our Watch develops, disseminates, and communicates about primary prevention resources. If they are developed at a high level for specialist primary prevention workers, the take-up by practitioners outside of Victoria who are attempting to include primary prevention into a broader scope of work will potentially be more difficult. This can be seen in the response of one local government worker in another State who had been funded to implement a primary prevention project and was a strong advocate for primary prevention but still felt unable to incorporate it into her day to day practice: she explained 'because we've been busy drafting the actual plan. I think once it gets endorsed then yes certainly, we will do it'.

Change the Story and resources

Another area where constructive criticism was offered was in relation to the accessibility of resources such as *Change the Story.* Although it is seen as a critical theoretical framework it was not easily accessible for busy community workers. From the point of view of one state government participant, *Change the Story* is a 'fantastic resource but it's quite a read'. She went on: 'we needed to articulate all that evidence, but it's not an accessible document. We need a really clear and easy way to describe what primary prevention is and what change looks like'. Another participant noted that a lot of organisations involved in prevention are very small and run by volunteers, she explained 'there's only so much they can take on. You can definitely see that *Change the Story* is not something they can pick up and easily digest'. Similar criticism was made of the Respectful Relationships Toolkit. 'The toolkit is like massive, almost a bible, how to' (WA). The size and difficult navigability of the Our Watch web site was also mentioned by several participants.

It is in relation to these criticisms of Our Watch's resources that the question of trying to be all things to all people comes into focus. Some participants called for Our Watch to develop tools and resources for teachers to use in schools, for example an education specialist explained 'teachers who don't have time to read it … so we've done a lot of knowledge translation. And in future it would be helpful if there were a whole slew of resources to support the toolkit'. For Our Watch to achieve its objectives and ensure its reach is truly national it may be timely to consider a stronger collaboration between Our Watch and States and Territories to reach local practitioners as they implement their own policy agendas to prevention violence against women.

> *We need to get a clear and easy way to describe what primary prevention is and what change looks like, particularly the gender equality stuff. And we need the assistance of the national organization to help us deal with the questions we get as backlash or pushback. It's not easy to synthesize what is an incredibly complex evidence-base.* (Gov SA)

This will be discussed further in the Opportunities section below of this section of the evaluation.

Some participants noted that there were missing aspects in *Change the Story.* One from the private sector drew attention to the complexity of economic and financial abuse: 'financial abuse doesn't get mentioned in the National Plan or by Our Watch this is an area that they should really be more focused on'. The same matter was raised by a community worker: 'financial abuse has some additional drivers that relate to how we interact with money and power. Which *Change the Story* doesn't get to.'

A participant from the sexual assault response sector in South Australia mentioned that Our Watch did not adequately address the matter of rape and sexual assault. She noted that 'around 60% of what we deal with in [our service] is not sexual assault in the context of domestic and family violence. Some of it is stranger rape, some is acquaintance, employer, taxi drivers'. She drew attention to the complexity of this kind of violence 'it's a disrespect towards some women, but [the perpetrators] they're picking and

choosing. So, it's a very complicated, but the reality is, it's still about abuse and power and control.'

Several participants drew attention to the shortcomings of the gendered lens that had underpinned feminist and Our Watch's approach to violence against women. Both stranger and domestic/family/intimate partner violence against women is a complex problem, that represents a wicked problem in its classical sense. That is, each attempt to create a solution changes the understanding of the problem (Walker, 2008). One area that was raised related to what the gendered lens can miss. This could be addressed by the inclusion of intersectionality theory.

> *I've used Our Watch resources for a long time and found them so useful. But I think having a gender-based violence lens, lends itself to intersectionality more. Which is where, I think the current framework falls down.*

The lack of intersectional theory was noted by participants from the LGBTIQ+ community. One said 'I just think we need to widen what that lens is so that we can fit our communities in, and I just think that's the next step saying, yes, it's still gender-based violence, but LGBTIQ+ people don't fit into that. It's not so binary' (NGO, NSW).

The calls for a broader focus on domestic/family and stranger violence represent a desire to see Our Watch's work become more inclusive, or to address intersectionality. This is discussed in more detail in the next section.

Intersectionality

Intersectionality is broadly defined in the dictionary as being 'the interconnected nature of social categorizations such as race, class, and gender as they apply to a given individual or group, regarded as creating overlapping and interdependent systems of discrimination or disadvantage' (Oxford Dictionary). However, this definition does not address the complexity of the theory or the concepts it represents.

First coined in by Crenshaw (1991) as to address African Americans in the USA, understanding about this theory has continued to develop as it is now used to address the multiple and intersecting forms of discrimination and disadvantage in all societies and communities. While Our Watch has started work on intersectionality (Our Watch, 2018a) there was some critique of their strategy and its application in practice during some interviews. For example, academic participants felt that Our Watch's intersectionality strategy was too limited and did not draw on the wealth of scholarship available since 1991:

> *Crenshaw's the only source they've drawn from. I just think they've got a very simplistic understanding of that work. The theoretical stuff around effect is just so important in terms of this work. For example, the work of Emma Reynolds and Jessica Ringrose is really nuanced in this space. That's why academics and other agencies who are working in other spaces find [Our Watch's] work very basic.*

Practitioners were also critical of Our Watch's application of intersectionality. One participant suggested that the National Plan's lack of intersectionality hampered Our Watch's ability to apply a lens broader than gender to primary prevention despite the existence of family and domestic violence in non-traditional relationships. Although Our Watch has developed resources for work in Aboriginal and Torres Strait Islander and LGBTIQ+ communities, intersectionality is also at play in mainstream communities, often in invisible ways. For example, Aboriginal people, refugees and LGBTIQ+ people are part of the mainstream as well as identifying with and participating in to a greater or lesser extent in their own communities. When running Our Watch programs some participants who work in mainstream communities mentioned getting 'push back' from individuals who felt that their issues were invisible:

> *One thing we did notice is that the workplace equality and respect standards are very focused on heterosexual intimate partner relationships … It's hard to be able to explain that more diverse non-binary general power and control stuff and be as inclusive as possible.* (Community worker)

Repeatedly participants who worked with or represented diverse or disadvantaged communities drew

attention to the limitations of the National Plan and how this limited Our Watch's work outside of the mainstream.

Interviewees drew attention to the ways that *Change the Story* addressed the complexities of domestic and family violence in their communities. This came up in an interview with a participant from an NGO for disabled people who explained that while there was some alignment between their organisation and Our Watch in terms of violence prevention principles, that disability added a layer of complexity that Our Watch was yet to fully address. They said 'when it comes to violence, often people that have a disability are at a higher risk of experiencing violence than somebody that doesn't have a disability. And there's often no services available because they're not accessible either in a physical context or in a context of communication'.

While Our Watch has done extensive and admirable work on violence against women in Aboriginal and Torres Strait Islander communities, many attend mainstream schools and services. A worker in WA who works with teachers in rural and remote areas drew attention to the lack of intersectionality in the Respectful Relationships Education in Schools resources. She explained that the focus of gender equality in the Our Watch toolkit made her work difficult: 'it's not really suitable for schools in remote or regional areas that have really high population of Aboriginal people. It would be awesome to have a toolkit that had a bit more intersections in terms of addressing colonialism and racism in the whole school context'.

Opportunities for improvement

It is clear from the desktop review of Our Watch documents that Our Watch works strategically to achieve its objectives. However, the size of Australia and the scope of the wicked problem of violence against women present some challenges to achieving its objectives (discussed above). These challenges also represent opportunities, as none of those challenges identified above are impossible to overcome.

Our Watch has strong links with many state and territory government departments and is developing links with others. A finding from the interviews is that while Our Watch is valued by state government departments and is a trusted leader in the primary prevention of violence against women, the links between some state government departments and practitioners at the local level is not always as strong as it could be.

Some of the participants interviewed for this evaluation may have had unrealistic ideas about what Our Watch services could or should be providing. For example, developing specific, tailored resources for teachers providing respectful relationships education in schools. Others suggested that they had good working relationships with an Our Watch worker who had left and that they were then not aware of who to contact.

The rapid growth of Our Watch and its prodigious outputs may have led to some misunderstanding about what they can actually deliver. This may be compounded by Our Watch's brief to address all of levels of Australian society strategically. This is specifically mentioned in its document *Our Watch Our Work* as its four streams of work: the media, engaging and educating individuals in the community, working with organisations and in settings, and influencing policy development in all levels of government and institutions (Our Watch, 2017a).

One of the interviews for this evaluation was with a group of senior Victorian Government representatives who are responsible for prevention in that State. The need for Our Watch to be clear about its purpose and strategic in the application of its objectives was discussed by the group:

Is Our Watch being funded to develop the evidence base, the research, or are they being funded to actually do that grassroots work and translate it? I don't think they could be funded to do that in every jurisdiction. That would be a huge amount of work. I mean I think it comes to working out what's the State's responsibility as opposed to what's the national responsibility through Our Watch?

This discussion led to the suggestion that Our Watch should be 'running some kind of national planning

process to understand what each jurisdiction does and its priorities'. The group noted:

> *I guess for them, it's challenging because to try and do that in every State, each State has a very complex stakeholder environment. And I think they recognize the complexity of that work and the sensitivities around just stepping into it and seen to be taking over that and being the leaders in that. So they do have that awareness around that work.*

As a result of considering the complexity of Our Watch's brief and the challenges involved in achieving their objectives the group noted that they were not aware of any sort of national process that existed between them and their state and territory governments. They suggested:

> *Our Watch should be running some sort of national planning process to actually understand what each jurisdiction does need and its priorities. If that's not occurring, then that should be.*

It appears that there is no current state/federal planning process for Our Watch and its work. This suggestion would create possibilities for greater collaboration and potentially create pathways for the development, delivery and implementation of Our Watch's work with state and territory government representatives working in the prevention of violence against women.

Our Watch has had considerable impact on the development of national and state-based primary prevention policy

Theme 3: Engagement with diverse communities

As a key focus of the evaluation, we analysed all the available data to enable us to reflect upon Our Watch's engagement with diverse communities, including Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, women with disabilities, regional and remote communities, and diverse sex, sexuality, and gender communities.

There is some engagement across most of the communities to which the evaluation question refers, but considerably more with regards to some communities than others. Our Watch has undertaken a significant amount of work in promoting primary prevention with/for Aboriginal and Torres Strait Islander peoples. However, it is unclear to what extent Our Watch has engaged effectively with all Aboriginal and Torres Strait Islander communities, and their diverse cultural and geographical contexts. This will take time and ongoing development.

Relevant evaluation (sub)question:

12. To what extent has Our Watch engaged effectively with diverse communities, including Aboriginal and Torres Strait Islander, culturally and linguistically diverse, people with a disability, regional and remote, diverse sex, sexuality and gender communities and others?

Whilst Our Watch has started to engage with diverse sex, sexuality and gender communities, such engagement is challenging and may not always be fully relevant to Our Watch's scope of work given the diversity of these communities. Engagement with culturally and linguistically diverse communities, those living with a disability, and those living in regional and remote areas could be further developed.

The evaluation has shown that there is some engagement across most of the communities to which the evaluation question refers, but considerably more with regards to some communities than others. This is not surprising and perhaps again highlights the time it takes to address all key elements in working in primary prevention of violence against women and their children. We look at each of the communities to which the evaluation question refers and draw together the findings from across the various components of the evaluation.

Aboriginal and Torres Strait Islander communities

Our Watch has undertaken a significant amount of work in promoting primary prevention with/for Aboriginal and Torres Strait Islander peoples. What is unclear is the extent to which Our Watch has engaged with the diverse breadth of Indigenous communities and organisations that support them throughout Australia.

Two Advisory Group members were able to provide insights into family violence work in Aboriginal and Torres Strait Islander communities across both Western Australia and Queensland. Whilst they lead the Queensland Indigenous Family Violence Legal Service and the Aboriginal Family Law Service, WA — suggestive of a justice response service, they explained that their work is intrinsically linked to primary prevention activities across a broad range of communities. Neither member had the opportunity to work with Our Watch to date. Four organisations/practitioners that worked with or were from Aboriginal and Torres Strait Islander communities also participated in the concept mapping phase of the evaluation and all of these had engaged with Our Watch in some way.

It is clear from the evaluation that Our Watch has a significant focus in engaging with Aboriginal and Torres Strait Islander peoples, evidenced through the various activities over time that aim to support our Indigenous communities. The key publication being *Changing the Picture*, which was developed with advice and guidance from an Advisory Group with significant experience working with Indigenous

communities and in consultation with over 400 people from around Australia. We detail its development in Theme 1: Evidence building, leading practices, and knowledge translation. One point raised in our brief review of the resource, is that the external evaluation of *Changing the Picture* acknowledged that it relied strongly on secondary data which was challenging to analyse and had gaps in information. Despite this, it was determined that the findings from the evaluation were positive.

In our scan of Australian policy, we noted that *Changing the Picture* is also referenced across Queensland and Western Australia's policy documents as well as New South Wales' Domestic Violence Death Review Team Report 2017/2019.

Our analysis of Our Watch's social media platforms also indicates that Our Watch has been engaging with Aboriginal and Torres Strait Islander peoples. This appeared as one of the top themes across Our Watch's social media. The specific topics under this theme were responses to family violence and prevention work being undertaken and both the primary and secondary prevention levels. A particular event that sparked engagement was Our Watch's support and promotion of events such as #BecauseofHerWeCan theme of NAIDOC[37] week in 2018. However, as we noted in our analysis we do not know 'who' is engaging here, and it is likely other organisations when those conversations are occurring on Twitter.

One further area of work in which Our Watch has sought to engage Aboriginal and Torres Strait Islander communities is with *The Line.* In 2018, *The Line* evolved to include a new component called the *Never Follow* campaign, which added new content to specifically engage male Aboriginal and Torres Strait Islander youth. This was funded by DSS under the Third Action Plan (Commonwealth of Australia, 2016) alongside the development of a suite of new practitioner and educator resources. The objective of the resources is to increase the impact of *The Line* campaign by equipping practitioners and educators with content that would directly inform and strengthen their practice. However, it is unclear to what extent Our Watch engaged with Aboriginal and Torres Strait Islander communities during its development or after its launch. The content and approach for new content was informed by research that was undertaken by a marketing agency.

In the concept mapping component of the evaluation, participants made the following statements in response to the prompt *'How has Our Watch supported you and your organisation in the work you do to prevent violence against women?'*:

- 'Our Watch resource informs the primary prevention work that we do when developing projects to reduce violence experienced by Aboriginal and Torres Strait Islander Women'
- 'we refer to Our Watch resources to support best practice when working with Aboriginal and Torres Strait Islander communities'.

Such supports were highly valued, although across all the participants not as frequently engaged with as some of the other resources Our Watch provides.

The most significant example of Our Watch's engagement with the Aboriginal and Torres Strait Islander community is perhaps shown through the Tangentyere Family Violence Prevention Program (and associated publication). This program was identified during the social media analysis where it arose in conversations under the theme of Aboriginal and Torres Strait Islander community and family violence. The Tangentyere Council is an Aboriginal Community Controlled Organisation working with the Alice Springs Town Camps and Aboriginal people across Central Australia. The Tangentyere Family Violence Prevention Program (TFVPP) was established to apply 'an integrated response to prevent family violence in Town Camps and in the wider Alice Springs community' (Tangentyere Council, 2019, p.2). Specifically, the TFVPP aim is that

> *By developing a prevention approach that identifies and addresses the deeper driver of violence within Aboriginal and Torres Strait Islander communities the TFVPP hopes to begin to start reducing and ultimately preventing violence from occurring in the first place* (Tangentyere Council, 2019, p.2)

37 National Aborigines and Islanders Day Observance Committee

The work of the TFVPP is directly influenced by and 'hopes to build upon' (p.2) the work of Our Watch and *Changing the Picture*. Our Watch's work from *Changing the Picture* is referenced through the TFVPP's publication (Tangentyere Council, 2019).

Our Watch has engaged to a great extent with promoting primary prevention of violence against women and their children in Aboriginal and Torres Strait Islander communities. Engaging effectively with all Aboriginal and Torres Strait Islander communities and responding to their diverse cultural and geographical contexts will take time and ongoing development.

Culturally and Linguistically Diverse communities

The Second Action Plan notes that the Victorian Government funded Our Watch to undertake a 'CALD-specific primary prevention project with a view towards development of a range of tools and resources that could be adapted for use in other culturally and linguistically diverse communities and jurisdictions' (Commonwealth of Australia, 2013, p.26). This project was also identified in our data synthesis as the Preventing violence against women and their children in culturally and linguistically diverse communities project (see project no.12 in the Table in Appendix 5a). The program to which this refers is multi-type cutting across community development/engagement, sector capacity building and resource development. The evaluation itself was considered weak and so the findings from the program evaluation were only suggestive of a positive influence on behavioural, attitudinal and knowledge change.

The Line's new component called the *Never Follow* campaign, referred to in the section on engagement with Aboriginal and Torres Strait Islander communities above, was also designed to engage migrant and refugee youth. Our reflection on the component's development detailed above equally applies here. Furthermore, as *The Line* has had a period of inactivity, this resource has been unavailable to young men in culturally and linguistically diverse communities.

Our evaluation did not identify significant work on engagement with culturally and linguistically diverse communities. This is not to say that it has not been a part of Our Watch's work, but it has not been sufficiently prominent to be raised in the data collated as part of this evaluation. Increased engagement with culturally and linguistically diverse communities on primary prevention of violence against women and their children is an area for future work.

People with a Disability

Along with regional and remote communities, disability was not an area with which Our Watch appears to have significantly engaged with at this time. No programs or documentation were identified during our desktop audit/review or in the data synthesis. However, an interview was achieved with a national Disability NGO. Despite their national NGO being well aligned with Our Watch with regards to the principles of primary prevention, they asserted that disability was in fact a layer of complexity that Our Watch was yet to fully address.

In the concept mapping component of the evaluation, a participant from a disability organisation did note that 'Our Watch listened to our advice on how to include women and girls with disability'.

Engagement with people with a disability in primary prevention of violence against women and their children is scarce to date and is an area for future consideration in Our Watch's work.

Regional and Remote

There was little overt evidence of significant engagement work with rural and remote communities found during evaluation. Some practitioners in rural and remote areas participated in the interviews and it was here that the matter of distance from Our Watch's head office emerged. In an interview with a practitioner from a rural health service in Victoria the participant explained that they had used Our Watch's resources extensively in their primary prevention work. Yet in another interview with a school's support worker in Western Australia the participant spoke about the difficulty of navigating the Our Watch Web Site, and of contacting workers in Our Watch for support (although when she was able to do

this, she indicated that they were very helpful). One of the reasons identified for difficulty reaching staff was staff leaving Our Watch without providing any information about who to contact in future.

Similar to engagement with people with a disability, engagement has been minimal with those in regional and remote areas to date. As we raised earlier, one of the challenges to Our Watch's work is the diversity of contexts across Australia and addressing the particular needs in primary prevention across all these contexts.

Diverse sex, sexuality, and gender communities

Our Watch was funded by the Victorian Government to review international and national evidence pertaining to family violence in LGBTIQ+ relationships and partnered with La Trobe University to produce *Primary Prevention of Family Violence against LGBTI people* (Our Watch, 2017e).

The review covers broader determinants of violence against LGBTIQ+ people and argues that rates of family violence against LGBTIQ+ people are as high as, if not higher than, family violence in heterosexual relationships. The report takes the position that violence is often fuelled by issues of power and control and identifies the commonalities between the drivers of violence against heterosexual women and their children and in LGBTIQ+ relationships. It argues that gender norms and structures operate in similar ways to create inequalities and identifies ten principles for good practice working with LGBTIQ+ people.

Our interviews also highlighted how *Change the Story* was starting to be used in work with LGBTIQ+ communities. However, whilst useful, two interviewees acknowledged that Change the Story did not go far enough, and that whilst relevant at times, it does not capture the diverse LGBTIQ+ community. On reflection, one participant acknowledged that engagement with the LGBTIQ+ community was not necessarily a key focus of the National Plan thus far, and so Our Watch may be hamstrung given the National Plan influences their efforts in particular directions.

Whilst Our Watch has started to engage with diverse sex, sexuality, and gender communities, to date this has not been a focus of the National Plan nor Our Watch's work overall. Also, engagement is particularly challenging and may not always be fully relevant to Our Watch's scope of work given the diversity of these communities.

Challenges during the evaluation

Accessing social media

Given the need to ensure the privacy of those interacting with Our Watch via social media, finding an appropriate means by which to access and extract the data required for the sentiment analysis was challenging.

To access comments on Facebook posts, the evaluation team needed to access Our Watch's Facebook account. The key concern regarding confidentiality being by direct access to their Facebook account, the evaluation team would then also have access to any direct messages between an individual and Our Watch via the Messenger system within Facebook. This would have the potential for Our Watch to disclose confidential details of individuals who may have privately informed Our Watch of experiences of abuse.

To overcome this, rather than providing the evaluation team with login and password access, the evaluation team gained access under the direct live supervision of Our Watch staff. Our Watch logged into their Facebook account, after which via live videoconferencing, Our Watch shared their screen with the evaluation team and 'watched' the evaluation team extract only publicly available comments on their Facebook posts. This was done over two one-hour sessions.

Surveys

The original evaluation directive developed by DSS had required the use of existing survey data, to minimise impact on Our Watch's stakeholders.

On extensive review of the survey instruments, and available analysed data, as well as in discussion with Our Watch, the evaluation team found a number of barriers to accessing and analysing sufficient data to provide quality response to the evaluation questions. Whilst three surveys were identified by Our Watch and the evaluation team, access to the raw data was limited. This meant any analysis would be descriptive only but without key demographic data to best examine overall responses to key questions that had been identified. Furthermore, the surveys were not sufficiently similar so that any change over time could not be examined.

However, the absence of survey data to analyse did not limit the evaluation team's ability to answer the evaluation questions in any way, given the extensive mixed method design that had been established. Furthermore, it helped to identify suggestions for the future with regards to maximising the use of such surveys ongoing.

Covid-19

The evaluation team was based in Victoria, and experienced two significant lockdowns during 2020. The team worked remotely throughout the evaluation process. All meetings within the team and with DSS and Our Watch were via zoom or teleconference. Working as a team in this environment was challenging for several reasons: harder to achieve collegiality to work through issues in data collection, analysis and interpretation; remote working making thought collaboration difficult to sustain; as well as the known additional stress to each evaluation team member living and working in such an environment.

The evaluation successfully overcome these challenges through multiple means and using well established project management techniques:

- regular correspondence between Evaluation Lead and all individual evaluation team members to ensure connection through the complex evaluation process

- weekly video conferencing between team members undertaking the foundational work of the evaluation: desktop review, environmental scan, and stakeholder engagement
- regular teleconferences with DSS to discuss early any potential issues that may be arising
- regular email, telephone and video-conferencing with Our Watch to ensure all communication channels were open and frequently engaged with for ease of access to required documentation and data
- ongoing communication with the Advisory Group to ensure understanding of different sectors and States/Territories unique challenges being faced during this time as well as how to appropriately contact stakeholders during this period
- team workshop using innovative online and live participatory action methods as part of interpretation of findings and recommendation development.

Access to stakeholders during this time was also a concern, given the particular stress that the violence against women sector was under during COVID-19. We were cognisant of not adding to the sector's burden and we acknowledge the time and effort given by all those who participated in the interviews and the concept mapping phases of the evaluation.

The team worked remotely throughout the evaluation process

Summary of findings

We present a summary of the evaluation findings across the three themes. The evaluation has also revealed a series of opportunities for future consideration. These considerations for the future are conceptualised as:

1. constitution and governance
2. knowledge transfer and exchange
3. access to resources
4. intersectionality
5. measuring influence on attitude and behaviour change
6. social media engagement
7. national and international primary prevention networks
8. long-term tracking of Our Watch's outputs.

We present these considerations alongside the relevant findings.

Theme 1: Promoting the prevention of violence against women and their children

Relevant evaluation questions:

1. To what extent is Our Watch building the evidence base on primary prevention?
2. To what extent is Our Watch demonstrating and promoting best practise in primary prevention activities?

Our Watch has and continues to successfully assimilate and therefore build the evidence base on primary prevention.

Our key findings are listed below.

- Our Watch is demonstrating leading practices through their various resources being provided to practitioners, which are built upon sound, good-quality evidence reviews.
- The evidence/pilot testing/evaluation/launch process seen in the development of Our Watch's programs in priority settings was not as clearly apparent in their campaigns. Our Watch's program work has a strong evidence base, with evaluation data. Our Watch's campaigns could benefit from undergoing a similar development process with supporting strong evidence base and evaluation data.
- There is an opportunity for Our Watch to increase building upon practitioners' knowledge and evidence from the field. This will support the ongoing development of strong knowledge transfer and exchange which will result in a continuous cycle of knowledge production that informs future practice and is communicated back to those producing the assimilation of evidence.
- Insufficient evidence was found that showed Our Watch has worked extensively with practitioners to understand the outcome or impact of the work they conduct based on *Change the Story* or Our Watch's many well designed programs.
- There is an opportunity for more work to be done in ensuring knowledge translation and exchange strategies are evaluated to ensure effective communication between Our Watch and practitioners and development of leading practices.

Considerations for the future

Knowledge transfer and exchange

1. In the next phase of evidence building, in service of ensuring leading practices, Our Watch could focus on consulting with practitioners about what works (or does not), as frameworks, campaigns and programs are developed and then implemented throughout Australia. It is envisaged that this consultation could also facilitate an ongoing two-way knowledge exchange between Our Watch and the primary prevention community. This will include ensuring tailoring of products for the varying levels of knowledge and resourcing in the community.
2. Co-design, using participatory action methods, could be increasingly adopted in program design and evaluation, especially with diverse communities, in order to facilitate and structure the knowledge exchange referred to in recommendation 1 above.
3. In order to facilitate opportunities for knowledge exchange between Our Watch and primary prevention practitioners, the DSS could consider longer funding cycles, which would in turn assist in the implementation of work (as distinct from development or piloting).

Relevant evaluation question:

3. To what extent does Our Watch have national reach, in terms of both recognition and delivery of activities?

Our Watch has extensive national reach particularly at the policy and organisation level, both in terms of recognition and in delivery of its activities. Our Watch's key publications are engaged with by a broad range of organisations from international non-government organisations and governmental policies, down to individual schools. However, what is less assured is its reach to individuals and business with-in the wider community.

Reach through social media

- Reach to users through social media is periodic/sporadic.
- Reach was mostly achieved via Twitter, with engagement increasing over time.
- The vast majority of Twitter users engaging with Our Watch's posts are from organisations, news channels and other media channels, with female individual users making up 24.71% and male individual users 13.98%.
- Use of sport, a priority setting, was effective as a tool to reach the broader community as shown in the engagement via Twitter with the announcement of partnerships with AFL, NRL, Netball and Rugby Australia and the engagement of AFL Ambassadors supporting *The Line*'s *#knowseetheline* campaign.

Reach through dissemination of publications

- Most Our Watch publications have been widely cited in non-academic literature and are mentioned multiple times in government or non-government organisation documents, showing a broad reach beyond academia.
- Most publications cited within academic literature were cited by academics based in Australia.
- Citations in academic literature are increasing, with 19 citing Our Watch in 2019 alone.
- Relative to traditional published academic research, *Changing the Picture* and *Men in Focus* had high domestic and overseas news coverage. Conversely, *Change the Story* received a lower exposure through news coverage, but has had a greater reach through Australian policy.

- For the most part Our Watch documents do not have DOI or ISBN numbers or key words which means they are unlikely to be included in data bases, altmetrics or Google Scholar searches, this makes tracking the reach of publications over time challenging.

Considerations for the future

Social media engagement

1. Given that Twitter is the most prominent platform in terms of engagement for Our Watch, followed by Facebook, it is recommended that Our Watch capitalise on these two platforms by expanding their reach beyond organisations to individuals. Key national events should be used as the foundation for short and long social media campaigns that educate the community through the promotion of primary prevention messaging.
2. Our Watch should explore how to maximise their reach to individuals through the organisations that Our Watch is connected to through social media channels.
3. Our Watch campaigns should continue to leverage the power of 'influencers' within specific communities and cohorts, a tactic that proved successful in campaigns that used sport ambassadors.

Long-term tracking of Our Watch's outputs

1. A standardised approach could be developed to track the reach and engagement Our Watch's publications and resources, both nationally and internationally: for example,
    a. if possible, Our Watch publications could be given a DOI, a stable URL, or ensure a stable title (so that Our Watch is referred to consistently in all publications and resources), or that metadata of key resources is consistent
    b. a database of all publications and resources is developed and maintained.
2. To enable a more nuanced tracking of publication recognition and use within Australia, Our Watch could review and revise their three existing surveys, in order to build a comprehensive annual or bi-annual survey to track how often and in what way stakeholders engage with resources over time.

Relevant evaluation question:

4. How has Our Watch contributed to the primary prevention capacity and capability of the organisations it works with, and the domestic, family and sexual violence sector more broadly?

Support received from Our Watch is both highly valued and frequently engaged with by the organisations Our Watch works with in building capacity and capability to undertake primary prevention activities. Participants gave the highest value to, and most often engaged with, the resources that Our Watch provides — including both frameworks and training materials.

- The work that Our Watch does to summarise the best available evidence and present it in conceptual frameworks and resources for promoting gender equality and preventing violence against women and their children is the most valued and most engaged with. This shows that Our Watch builds the prevention capacity and capability of the organisations with which it works.
- Stakeholder organisations use these resources to 1) inform their own policy, advocacy, grant programs and service delivery work; 2) build the capacity of their partners and communities through training and education; and 3) provide a common direction and language for work across the sector.

- These capacity and capability activities suggest an unstructured, highly valued, and frequently leveraged relationship between Our Watch and the organisations with which it works, with information generally flowing in one direction.
- The informal support that Our Watch provides is also relatively highly valued and frequently accessed. This type of capacity and capability building work reflects a more active and engaged relationship than the provision of frameworks and resources.
- At the other end of the continuum, the training provided by Our Watch and the partnership activities undertaken with the organisations it works with are highly interactive but relatively less valued and less frequently engaged with.
- Organisations that undertake primary prevention activities see that activity being well supported by Our Watch.

Considerations for the future

Access to resources

1. Given the scope and breadth of Our Watch's activities and programs to date, and in particular the quantity and diversity of resources it makes available to government, policy makers and the broader community, the website could be reviewed. Such a review could also explore how the navigation, accessibility and utility of Our Watch resources could be increased. The review might consider the adoption or adaptation of a 'clearinghouse' approach to the collection, classification and distribution of their publications and resources (one model for reference is the Women's Health Victoria Library website).

Relevant evaluation question:

5. What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?

Overall, there is some sense of Our Watch influencing attitudes and behaviours. These are challenging concepts to measure, particularly in relation to primary prevention and across society more broadly.

- The evaluated programs we synthesised were diverse. Some had extensive reach, and targeted both individuals and people who could influence others (for example teachers and parents).
- These programs showed influence in attitude change, particularly when targeting influencers of those individuals being targeted by the program.
- Whilst it cannot be determined whether these individual programs influence attitude and behaviour change on a national scale, they do show promise for future development.
- Our Watch has clearly driven the conversation of primary prevention across its social media platforms at the organisational level. However, the extent of reach and influence through this media of individuals within the community is unknown (see considerations for the future theme 'social media engagement' in response to evaluation question 3 above).

Considerations for the future

Measuring influence on attitude and behaviour change

Whilst we acknowledge that measuring attitude and behaviour change, and in turn attributing this change to specific programs or activities is challenging, there are some potential considerations to address this.

1. Our Watch and DSS could consider how to move beyond the formative process evaluation of pilot programs, in order to provide an opportunity to conduct research and evaluation into the influence or impact on behaviours, attitudes, and knowledge in the general public of longer-term programs.
2. Given this evaluation found only one sector capacity building program that tested the new capacity of its participants by evaluating their subsequent prevention work, promising capacity building programs could be provided longer-term funding, coupled with an evaluation that assesses the reach into and influence on the general public, as a result of the up-skilling of primary prevention practitioners.
3. Outcome evaluations should be built into all programs, with funds allocated to ongoing evaluation.
4. Outcome measures could be strengthened, for example developing a validated and standardised measure of the knowledge of, or attitudes aligning with, the gendered drivers and reinforcing factors of violence against women.

Theme 2: Connecting into and delivering policy agendas

Relevant evaluation questions:

6. To what extent has Our Watch delivered key Government policy outcomes, including those identified at the time of Our Watch's establishment?
7. How has Our Watch connected to and supported other national and state/territory policy agendas?

Our Watch has been responsive to Government policy and has been shown to connect and support all state and territory policy agendas to some extent. All States and Territories are now members of Our Watch, the last to join being New South Wales in 2019.

- Our Watch has been prominent in responding to the National Plan and associated Action Plans set out by the Australian Government from 2010.
- Our Watch can be shown to be addressing almost all actions of the Second National Plan: one, supporting communities through key settings; two, improving media engagement on violence against women and their children; four, supporting young people; five, building on the Respectful Relationships evaluation; and six, incorporating Respectful Relationships Education into the national curriculum; whilst also acknowledging gender equality and women's independence as essential actions to address violence against women and their children (action three).
- Our Watch has addressed several key areas of the Third National Plan, including: supporting Aboriginal and Torres Strait Islander communities through the development of *Changing the Picture*; increasing men's involvement by developing *Men in Focus*; ongoing support for schools to deliver Respectful Relationships Education; and using Ambassadors, such as through the Sport Engagement Program and *#knowseetheline* campaign, to raise awareness; and embedding gender equality in the workplace through the development of the Workplace Equality and Respect Program (WER) together with provision of a suite of tools and practice guides to support roll-out in individual workplaces.
- Our Watch has influenced and supported all state and territory policy agendas, the extent to which has been affected by the different times at which States and Territories have become members of Our Watch since the organisation's inception.
- New South Wales (joined Our Watch in 2019) and Australian Capital Territory (joined in 2016) are the two States that have had less engagement with Our Watch based on references made to Our Watch's frameworks and activities in key policy documents and reports.

Considerations for the future

Theme: National and international primary prevention networks

1. DSS could continue to explore and promote Our Watch's role in, and support gained from, better facilitation and co-ordination of prevention activities, including the newly developed National Primary Prevention Hub. For example, DSS and Our Watch could consider implementing a national planning process to share information, provide clarity about levels of responsibility and create pathways between Our Watch, state/territory government and their departments, and practitioners within their jurisdiction. Given the National Primary Prevention Hub was not mentioned by any stakeholders during consultation, there is a great opportunity to promote this Hub and its work going forward.

Relevant evaluation (sub)question:

8. How has Our Watch connected to and supported the international primary prevention context?

Connecting into the international primary prevention context was not within the original scope of Our Watch's work, but it was identified in the Fourth Action Plan (Commonwealth of Australia, 2019) as a key area for Australian policy as it signed up to CEDAW and in recognition of the UN's Sustainable Development Goals.

The possibilities for Our Watch's international impact may be currently limited by its operational model. There is some indication that Our Watch's work is being connected with beyond Australia's borders, despite this not being a core objective of their work. Potential for collaborations is certainly apparent, but whether this could be directly or through a partner institution that has the resources to do so, requires further review.

Considerations for the future

Theme: National and international primary prevention networks

1. Our Watch could receive support to establish an international primary prevention network, through which they could obtain advice and evidence established elsewhere, as well as exchange knowledge on the work being doing in Australia. Such a network could also support greater dissemination of Our Watch's programs and collaborations in adapting such work for other contexts.

Relevant evaluation questions:

9. To what extent does Our Watch's operational model enable it to perform effectively on a national scale?
10. What are the factors that have enabled or acted as barriers to progress in Our Watch's work?
11. What are the key strengths and opportunities for improvement in Our Watch's work?

There have been some challenges to Our Watch successfully achieving its objectives under its current model. Membership to Our Watch has increased over time, but it was only in 2019 that all States and Territories were Members, with New South Wales being the last State to join. Funding is uneven between Members, and base funds have not increased over time. Additional funds are sought or provided ad-hoc for programs and initiatives, often with short funding cycles.

Challenges and barriers

- Our Watch's operational model and funding structure has, at times, influenced a reactive response to primary prevention development rather than proactive, and limits ongoing evaluation of potentially successful activities.
- Our Watch's Constitution sets a very broad scope of work that requires working at macro, meso and micro levels.
- Stakeholders explained that sometimes it was unclear as to who is primarily responsible for research into primary prevention of violence against women and their children, ANROWS as a research organisation dedicated to women's safety, or Our Watch as the national leader in primary prevention.
- Factors that have proved challenging to Our Watch's work include geographical distance,

accessibility and acceptability of resources as they are used across diverse contexts and communities by a range of practitioners, and the challenge of implementing intersectionality in practice in the Australian context.

- The different extents to which practitioners work solely in primary prevention alone or combined with secondary prevention and response was a challenge to Our Watch's consistent progress across all States and Territories. For example, in Victoria there are some primary prevention specialists whilst outside of Victoria fewer specialists are apparent. Beyond Victoria primary prevention was less well understood or adopted.
- Practitioners work across a wide geographical area and in wide range of settings, that is difficult to encapsulate in primary prevention resources.
- It is challenging for Our Watch to comprehensively address, respond to and connect in with the differing primary prevention needs and existing work across Australia's various contexts. As such, as distance increases from Our Watch, understanding of Our Watch's work as well as Our Watch's ability to consistently engage with all regions of all States and Territories appears to decrease.

Strengths

- Our Watch is seen as an important resource for organisations and practitioners regardless of the sector or location.
- Our Watch works to address all levels of Australian society strategically through its four streams of work: the media, engaging and educating individuals in the community, working with organisations and in settings, and influencing policy development in all levels of government and institutions.
- Our Watch has achieved a great deal in a short space of time.

Considerations for the future

Theme: Constitution and governance

1. Given significant developments in the understanding of and work towards the elimination of violence against women and their children, as well as primary prevention specifically, DSS should consider a review of Our Watch's constitution and governance structure. This review should re-examine the scope of Our Watch's activities, and who their target audience is, in order that funding and resources can be leveraged to greatest effect.
2. Now that all States and Territories are members of Our Watch, existing engagement and partnerships with State and Territories can be strengthened to ensure Our Watch's work is representative of diverse population groups around Australia.
3. Related to the point above, it is a good time to improve national reach by ensuring the unique characteristics of the populations within States and Territories are represented 'equally'. It is likely that any new governance structure will need to be informed by a review and subsequent reconsideration of financial contributions by the States and Territories, in particular how these contributions align to the scope of work required by Our Watch across Australia (and potentially internationally). A related consideration, in any review of financial contributions and the organisation's funding, is that the governance and financial contributions of Our Watch should facilitate operations and program development that are not compromised by short-term funding cycles, but rather enhanced by long-term funding where possible.
4. Review the constitution and governance of Our Watch, which will necessarily consider its scope, activities, funding and national reach. This review should be regarded as an opportunity to explore opportunities for greater connection and collaboration between Our Watch and other key organisations, including ANROWS.

Theme 3: Engaging with diverse communities

Relevant evaluation (sub)question:

12. To what extent has Our Watch engaged effectively with diverse communities, including Aboriginal and Torres Strait Islander, culturally and linguistically diverse, people with a disability, regional and remote, diverse sex, sexuality and gender communities and others?

There is some engagement across most of the communities to which the evaluation question refers, but considerably more with regards to some communities than others.

- Our Watch has undertaken a significant amount of work in promoting primary prevention with/for Aboriginal and Torres Strait Islander peoples.
- It is unclear to what extent Our Watch has engaged effectively with all Aboriginal and Torres Strait Islander communities, and their diverse cultural and geographical contexts. This will take time and ongoing development.
- Whilst Our Watch has started to engage with diverse sex, sexuality and gender communities, this could be strengthened. Also, engagement is particularly challenging and may not always be fully relevant to Our Watch's scope of work given the diversity of these communities.
- We did not identify significant work on engagement with culturally and linguistically diverse communities. This is not to say that it has not been a part of Our Watch's work, but it has not been sufficiently prominent to be raised in the data collated as part of this evaluation.
- Engagement with people with a disability or those living in regional and remote areas is scarce to date and is an area for future consideration in Our Watch's work. As raised previously, one of the challenges to Our Watch's work is the diversity of contexts across Australia.

Considerations for the future

Theme: Constitution and governance

1. Whilst Our Watch has made efforts to ensure their work is informed by the theory of intersectionality, in the future Our Watch could ensure that an intersectional approach to diversity is adopted across all the organisation's resources.
2. Our Watch could consider how its existing resources could be adapted and enhanced for diverse communities via the application of an intersectionality lens.
3. There could be increased engagement with culturally and linguistically diverse communities, people living with a disability and those living in regional and remote areas on primary prevention of violence against women and their children, including how primary prevention activities are delivered where these communities also intersect.

Conclusion

Our Watch has undertaken and continues to undertake an enormous amount of work, in line with its original objectives as set out in the Constitution as well as in response to national policy and events over time. In seven years, the organisation has successfully responded to, influenced, and driven research and policy across primary prevention of violence against women and their children. This has been particularly strong at the federal, state/territory and local government level. There is overwhelming support for Our Watch nationally across government, the specialist sector and priority setting organisations and practitioners. Overall, stakeholders expressed strong support for Our Watch and its work that was accompanied with a fear of losing what is seen as a vital, national resource that not only supports but also drives the primary prevention of violence against women.

Our Watch has drawn together a good quality evidence base on which they and others working in primary prevention are building, which in turn has influenced policy development across national and state governments. Through the work of program/initiative development and delivery, they are demonstrating and promoting leading practices in primary prevention activities. Next steps show an opportunity to close the feedback loop by undertaking ongoing consultations with practitioners in the field to understand and examine the success of that work at ground level. This can then provide ongoing information to continually review and improve all activities over time as we build knowledge and expertise in primary prevention of violence against women and their children.

Our Watch is well recognised at the national and state government levels, as well as throughout the domestic, family, and sexual violence sector. Those who have engaged with Our Watch recognise Our Watch as building individuals' and organisations' capacity and capability in undertaking primary prevention activities. Our Watch's work is highly valued, particularly the provision of resources for a diverse range of stakeholders to undertake primary prevention work — including both frameworks and training materials. Recognition of Our Watch at the individual level is ongoing and will take time. There is some concern that the objective for Our Watch is to be 'all things to all people', which is particularly challenge to address with current funding and operational limitations. Ease of access to, and navigation of all resources that can be adapted by individual practitioners across all communities as well as between them in an intersectional approach will continue to strengthen Our Watch's work in this space. Ongoing and new collaborations between Our Watch and state-based organisations who can best adapt this work to specific cultural contexts will support this work.

Finally, despite making an impact internationally in the field of primary prevention was not within Our Watch's original scope, it is clear connections internationally are being made. Australia has the potential to provide more leadership in this space through networks and collaborations of which Our Watch can certainly be a part if sufficient resources to do so.

One thing that became clear throughout this evaluation was the overwhelming support for Our Watch from Government through to practitioners, and the need for such an organisation to exist.

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Appendices

Appendix 1: Evaluation Process

The team commenced work on the evaluation on 20th May 2020, on formal signing of the Official Order 90012454.

The following summary of key achievements are noted:

- LTU met with DSS on 27th May 2020 for the Inception Meeting;
- the Project Plan was submitted on 5th June 2020 with the final version being approved by DSS on 2nd July 2020 in satisfaction of Milestone One;
- LTU's first meeting with Patty Kinnersly of Our Watch was held on 17th June 2020;
- Submission of ethics, with approval received on 27th August 2020;
- meetings held with Our Watch:
  - 12th August 2020 to present and discuss social media data access for the sentiment analysis;
  - 7th September 2020 to discuss surveys;
  - 11th December 2020 to update data collection and discuss preliminary findings;
  - 21st January 2021 to engage senior executive for discussion on preliminary findings and answer outstanding queries;
- appointment of seven key experts and stakeholders to the Advisory Group, with the first Advisory Group meeting held on Monday 17th August 2020 and subsequent meetings held on 9th October 2020 and 27th January 2021;
- identification of 175 documents, including published and unpublished reports, and a range of foundational, supporting, and associated material shared by Our Watch, which have been all closely read and reviewed as part of the desktop review;
- identification and review of 23 evaluation documents, analysed as part of the data synthesis;
- identification of over 97 key events in Our Watch's history, including collaborations, publications, programmes and campaigns as well as over 60 key events in Australia that have some bearing on Our Watch's work;
- development of a timeline of key events since 2013 across Our Watch and Australian policy;
- documentation of over 30 Australian federal, state and territory policies and policy agendas, as part of the environmental scan, together with over 60 national and state-based events of note pertaining to violence against women and their children;
- compilation of a database of 171 organisations with sampling strategy that enabled 35 stakeholders participating in interviews and 27 participating in concept mapping;
- collaborative access to and analysis of four social media platforms, with over 23,500 posts/comments across over 5,500 users during a seven-year period being analysed.

Appendix 2: Advisory Group

Thirteen key experts and stakeholders were approached to become a member of the Advisory Group.

We initially appointed five members and the first Advisory Group meeting was held on 17th August 2020. We were then successful in appointing two additional members, meeting individually with them on Thursday 20th August and 10th September respectively.

The Advisory Group included:

- Wynetta Dewis, CEO of the Queensland Indigenous Family Violence Legal Service;
- Loksee Leung, Research and Evaluation Lead of the Equality Institute;
- Corina Martin, CEO of the Aboriginal Family Law Service, Western Australia;
- Kit McMahon, Chair of Gender Equity Victoria and CEO of Women's Health in the South East (WHISE);
- Scott Mills, Senior Manager Community Engagement at White Ribbon;
- Sally Robinson, Researcher in women and disabilities at Flinders University;
- Karen Willis, CEO of Rape & Domestic Violence Services Australia.

The Terms of Reference for the Advisory Group is attached at Appendix 2a and the template of the Letter of Appointment signed by each member of the Advisory Group is attached at Appendix 2b.

Advisory Group Input

The Advisory Group provided significant insight and input to the evaluation methods, analysis, and consideration of findings. They also provided support in ensuring breadth of and appropriate stakeholder engagement through connecting us with their extensive networks.

A key insight from the Advisory Group was the problematic use of the word 'impact' in the original evaluation question: *What impact has Our Watch had in changing attitudes and behaviours to prevent violence against women?* Advisory Group members agreed that showing 'impact' on community attitudes and behaviour was unrealistic and that this could be revised to 'influence'. The evaluation team subsequently requested a change to the original evaluation question, to which DSS agreed. The evaluation question now reads: *What influence has Our Watch had in changing attitudes and behaviours to prevent violence against women?*

The Advisory Group also raised the importance of contextualising Our Watch's work, with the establishment of Our Watch being the culmination of a long history of women's (and later men's) feminist activism to prevent violence against women and their children. This underpins the problematic nature of 'impact' and the fact we are looking at inter-generational change over decades, rather than change over seven years. Contextualising Our Watch's work has been incorporated as an introduction to this evaluation.

Appendix 2a: Advisory Group Terms of Reference

Purpose

The purpose of the Advisory Group is to provide expertise through guidance and feedback to the Project Team to achieve the evaluation objectives and projected outcomes.

Length of ppointment

The Advisory Group will operate for the duration of the evaluation, which is scheduled to complete on 5th February 2021.

Responsibilities of Advisory Group

The Responsibilities of the Advisory Group members is to:

- understand the objectives and activities of the evaluation;
- actively contribute to the Advisory Group according to their knowledge, skills, experience and expertise;
- provide advice and guidance to the Project Team in relation to stakeholder engagement for participation in the evaluation activities to meet evaluation objectives;
- provide feedback to the Project Team on analysis of evaluation activity outcomes and presentation of findings to DSS;
- actively participate in meetings through attendance, discussion, and review of minutes, reports and other Advisory Group documents.

Responsibilities of the Evaluation Project Team

The Project Team will fulfil the following responsibilities:

- maintain regular and effective communication with Advisory Group members;
- schedule meeting dates and times suitable to the Advisory Group;
- set an agenda for each meeting, and email agenda along with any supporting materials to members prior to meetings;
- facilitate Advisory Group Meetings, and ensure that discussions are focused and productive;
- takes minutes of meetings, and email these to members after each meeting.

Resignation

Members can withdraw from the Advisory Group at any time in writing to the Project Lead, Dr Kirsty Forsdike at k.forsdike@latrobe.edu.au.

Meeting Frequency

Advisory Group members will be required to attend meetings once every two months, to a maximum of four meetings, that may align with the following milestone due dates:

1. Following DSS approval of the Project Plan, expected to take place end of June or beginning of July, to provide advice and guidance on stakeholder consultation;
2. Prior to the provision of the first draft report due to DSS on 23 September 2020;
3. Prior to the provision of the draft final report due to DSS on 18 December 2020;
4. Prior to the provision of the final copy-edited report due to DSS on 5 February 2021.

Meetings will be conducted via online video platform ZOOM.

Attendance

If a member is unable to attend, it is expected that they tender an apology to the Chair, Professor Sue Dyson at s.dyson@latrobe.edu.au, at least two days before the scheduled meeting. If two meetings are missed consecutively, the Project Lead will contact the member to check in around continued capacity to participate.

Communication Between Meetings

Communication between meetings will be facilitated via email.

Between meetings members may be asked to review documents and provide their reflections and comments on the content. This will only occur if an item is time sensitive.

Communication between meetings will also consist of the distribution of agenda, meeting minutes, and any other supporting material required for meetings.

Decision-making

The Project Lead and Advisory Group Chair will consider the information and advice provided by the Advisory Committee. Decisions about strategies and activities to be implemented will remain with the Project Lead, and Project Team, in consultation with, and the approval of the DSS. Any changes to the evaluation will need to be approved by the DSS. Should the Advisory Group recommend any change in the course of direction, the Project Team will inform the DSS.

Appendix 2b: Advisory Group Letter of Appointment

I confirm our understanding that La Trobe University agrees to appoint the Appointee above to the University's Advisory Group described in Annexure A.

The Appointee agrees to accept his or her obligations in relation to the appointment in accordance with the terms of this Letter of Appointment.

1. Appointment to the Advisory Group

The Appointee is appointed to Advisory Group and agrees to conduct his or her appointment in accordance with the roles and purposes described in Annexure A and the terms of this Letter of Appointment.

2. Term of Appointment

The appointment commences upon execution of this Letter of Appointment and continues for the Term described above or such further period as agreed in writing. Either party may terminate the appointment by providing the other party with 14 days' written notice or such shorter period as the parties may agree in writing.

3. Conflict of interest

The Appointee warrants that no conflict of interest exists or is likely to arise in the performance of his or her obligations under this Letter of Appointment. If during the term of the appointment a conflict of interest arises, or appears likely to arise, the Appointee undertakes to immediately notify the University in writing disclosing all relevant information relating to the potential conflict and take such steps as the University may reasonably require to resolve or otherwise deal with any potential conflict.

4. Confidentiality

The Appointee acknowledges that he or she will come into possession of information in the course of his or her appointment to the Advisory Group which the University considers to be confidential, including without limitation, information relating to:

(a) the financial position or reputation of the University;

(b) the internal management and structure of the University;

(c) intellectual property rights of the University or its staff or students, including but not limited to trade secrets, know-how, financial and business information, inventions (including patent rights and unpatented inventions and applications), registered and unregistered trademarks (including service marks), plant varieties, designs and circuit layouts, and other plans, concepts, data, formulae or methodology

(d) the personnel, students, policies and strategies of the University;

(e) the University's contractors, clients or suppliers;

(f) personal information (including information and opinions recorded in any form about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion);

(g) information that has actual or potential commercial value to the University or to the person or corporation which supplied that information; or

(h) any other information that is by its nature is confidential or which the Appointee knows or ought to know is confidential.

The Appointee agrees that it will use confidential information only for the purpose of its appointment to the Advisory Group and that it shall not, at any time, disclose to any third party, any confidential information without first having obtained written consent of the University.

5. Intellectual Property

The Appointee agrees that any intellectual property rights arising as a result of his or her appointment to the Advisory Group vest in the University, and the Appointee agrees to do all things necessary and sign all necessary documents to give effect to this clause.

This Letter of Appointment is governed by the laws of the State of Victoria and may be executed electronically and in counterparts. Clauses 4 and 5 of this Letter of Appointment survive the expiry or termination of this Letter of Appointment.

Please confirm your agreement to the terms of this Letter of Appointment by countersigning this letter and returning it to La Trobe University.

Regards,
Executive Director Research Office
La Trobe University

SIGNED SEALED AND DELIVERED

by the APPOINTEE

_____

Signature of appointee

_____

Name of appointee

Date: _____ / _____ / _____

Annexure A

Advisory Group for the Project titled Evaluation of Our Watch

Members who agree to be a part of the Advisory Group will:

1. understand the objectives and activities of the evaluation;
2. actively contribute to the Advisory Group according to their knowledge, skills, experience and expertise;
3. provide advice and guidance to the Project Team in relation to stakeholder engagement for participation in the evaluation activities to meet evaluation objectives;
4. provide feedback to the Project Team on analysis of evaluation activity outcomes and presentation of findings to DSS;
5. actively participate in meetings through attendance, discussion, and review of minutes, reports and other Advisory Group documents.

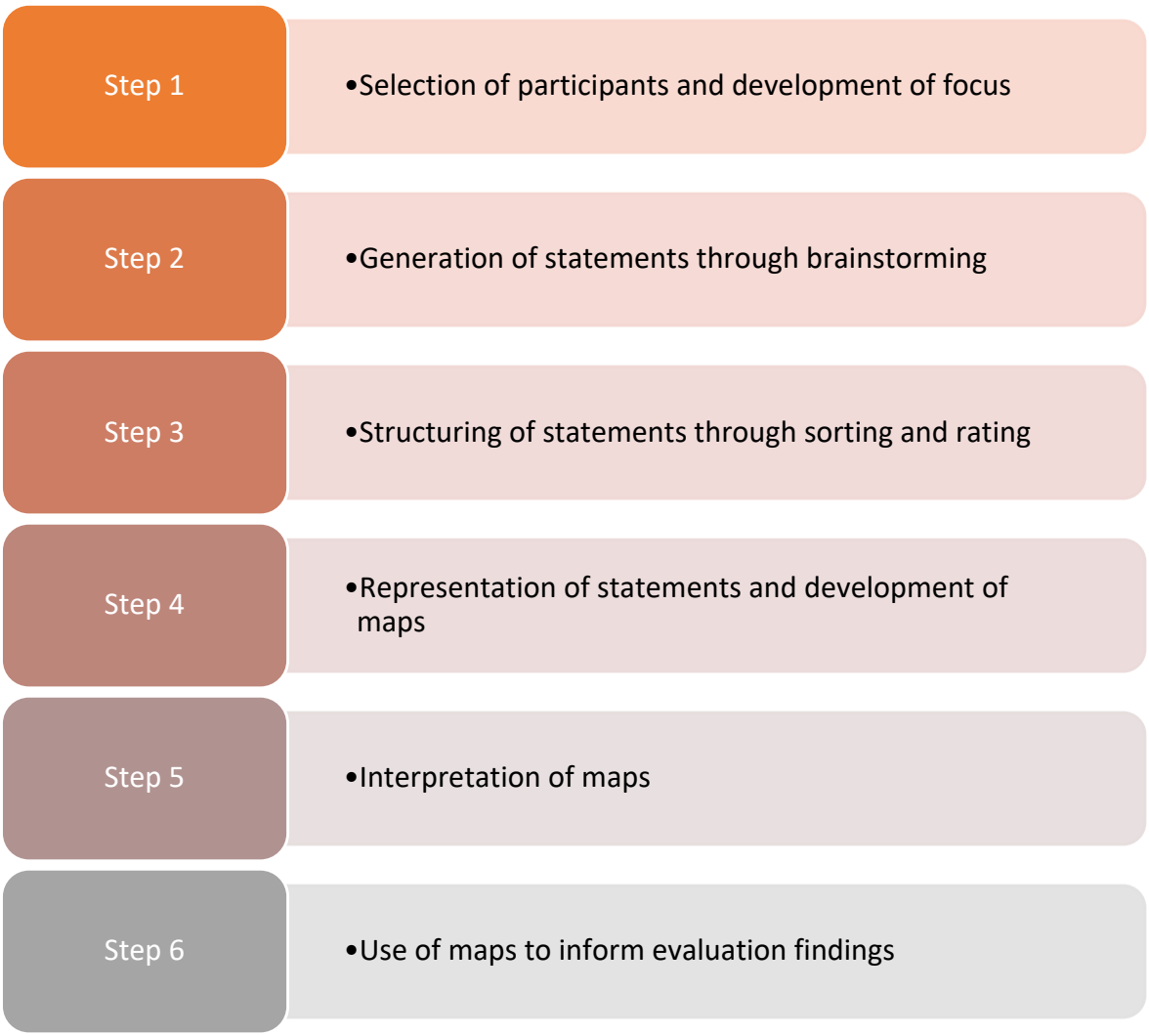
Appendix 3: Concept Mapping Method

Concept mapping (CM) is a structured conceptualisation method designed to organize and represent ideas from an identified group. It is a participatory mixed-methods approach that integrates qualitative individual and group processes with multivariate statistical analyses to help a group of individuals describe ideas on any topic of interest and represent these ideas visually through a series of related two-dimensional maps.

The multi-phase CM process typically requires participants to:

- brainstorm a large set of statements relevant to the topic of interest, prompted by an opening statement or questions
- sort these statements into themes, giving each theme a name
- rate each statement on one or more scales (e.g., value and frequency).

Figure 19: Concept mapping process



Multivariate analyses, including two-dimensional multidimensional scaling and hierarchical cluster analysis, and computation of average ratings for each statement and cluster of statements, is then used. This analysis produces maps that show the individual statements in two-dimensional (x, y) space with more similar statements located nearer each other and show how the statements are grouped into clusters that partition the space on the map. These quantitative maps reveal how a group discerns the interrelationships between and among items, and assigns values to ideas and concepts, providing a basis for further discussion, interpretation, and action.

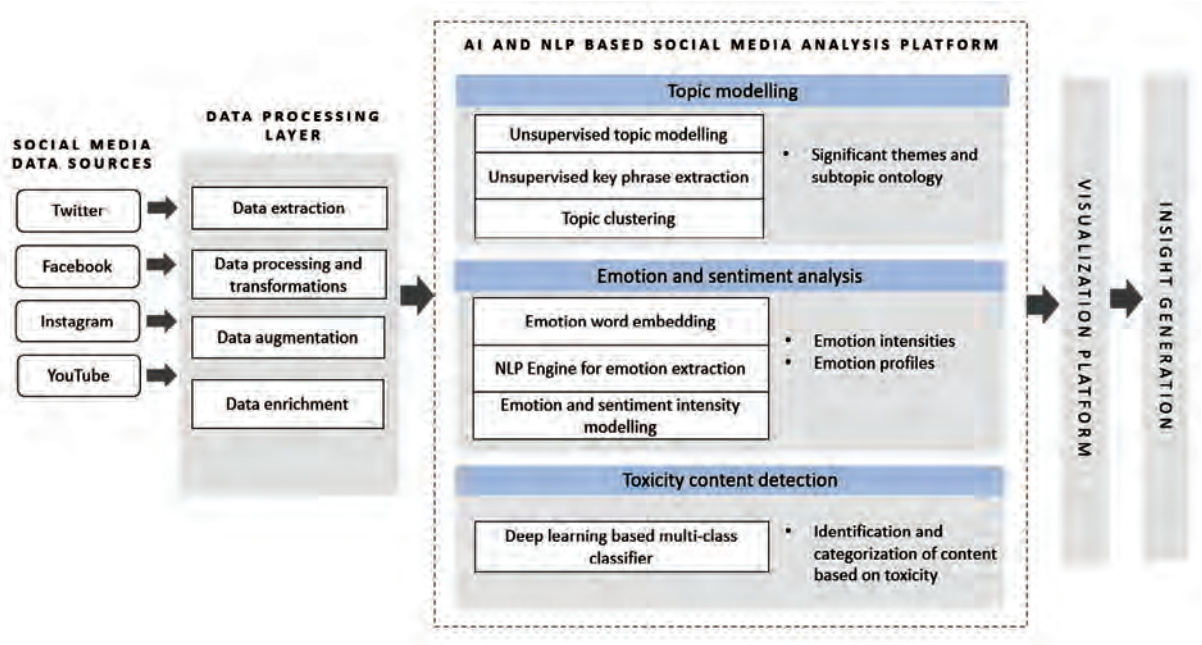
The Team undertook the concept mapping using the Concept Systems Global MAX's online tool.

Appendix 4: Sentiment Analysis Method

We used a collection of Artificial Intelligence (AI) algorithms and Natural Language Processing (NLP) techniques to extract, explore, analyse, and synthesise user-generated content about Our Watch and its activities as discussed and expressed on their four main social media channels: Twitter, Facebook, Instagram, and YouTube. This AI platform has been successfully trialled in patient-centred healthcare settings (De Silva et al., 2018), to improve patient mental health and wellbeing (Adikari et al., 2020) during COVID-19 (Moraliyage et al., 2020), and extended into a clinical protocol for virtual cofacilitation of online support groups (Leung et al., 2021). It is illustrated in Figure 20, and the main functions 1) topic modelling, 2) emotion and sentiment analysis and 3) toxicity content detection are detailed below.

All posts, associated comments, and engagement data were automatically extracted from the four social media platforms for the relevant time period and anonymized to preserve the privacy of individuals. The collected data were then processed and transformed into a format that can be used by the AI and NLP techniques. Where available, metadata was used to extract and infer non-identifying demographic information such as gender.

Figure 20: Artificial Intelligence (AI) and Natural Language Processing (NLP) framework



Topic modelling

Social media conversations contain a multitude of expressions and opinions adhering to a range of topics. In order to investigate engagement with Our Watch, and its reach to and influence on stakeholders and the public more broadly, it is crucial to identify what people discuss and what are the most prominent themes of discussions in Our Watch's social media space. For this purpose, the topic modelling component of the framework contains a series of NLP techniques that are used to derive topics and subtopic mapping from the conversations. First, we applied language models and Latent Dirichlet Allocation (LDA), a widely used probabilistic topic mining technique used for unlabelled data (Blei et al., 2012). This process was carried out by constantly revising the parameters to get a different set of topics in each iteration. This resulted in grouping terms with similar semantics at a granular level. Next,

key-phrase extraction was carried out using the RAKE algorithm (Rose et al., 2010), which automatically selects the most useful phrases based on the semantic importance. Subsequently, n-gram analysis was carried out, which looks at the most prominent phrases from the entire body of text. The outcomes of these approaches enable the identification of prominent topics and subtopics from conversations. This is then used to develop a topic ontology which represents higher level topics and subtopics.

Furthermore, overlaps and common topics were investigated using a topic association network, which represented the commonalities across the main topics of discussion. This enabled the identification of main concerns and opinions on the Our Watch organisation, its activities and towards violence against women. The topics were explored across each channel to identify differences/similarities in reach, opinions, and volume.

Emotion and sentiment analysis

One of the major components of conversations and opinion exchange is the emotions embedded in the dialogue. In social media, people openly express their emotions and are also able to influence and trigger emotional responses/reactions in others. These cascading emotions can have negative effects especially given that negative emotional content is disseminated more virally in social media (Hansen et al., 2011). Therefore, one of the main objectives was to conduct an emotion and sentiment analysis to evaluate the emotions expressed by people towards the organisation and the topics engaged with on the various social media platforms.

Emotion extraction is based on a psychological model which proposes eight distinct emotions as the basic human emotions (Plutchik, 1982). These emotions are 'anger', 'sadness', 'surprise', 'fear', 'trust', 'joy', 'anticipation', and 'disgust'. The proposed emotion extraction captures the mention of terms related to these emotions as well as models the intensity of each emotion. The emotion extraction method consists of an emotion-specific word embedding model and an ensemble of NLP techniques. Apart from detecting the emotion expressed in social media conversations, the framework is also able to assign an intensity to the emotion which is based on a valence detection mechanism (Hutto & Gilbert, 2014). Further details of such an emotion extraction process is discussed elsewhere (Adikari et al., 2021). This ensemble of techniques has been used successfully in emotion extraction especially from unstructured social media conversations (Adikari et al., 2019,2020; De Silva et al., 2018).

Based on the detected emotions and their intensities, an emotion profile was created. This was then combined with the topics identified in the topic modelling component, enabling investigation of emotion patterns associated with each topic. Emotions were also evaluated across gender, social media channels, and over time. This provided more informed insights on how emotions have progressed and changed.

Combining emotion extraction outcomes with topics and demographics across various social media channel provides an in-depth insight into observed trends and patterns in social media conversations attached to Our Watch.

Toxicity content analysis

Apart from emotional expressions, abusive language contained within social media conversations can be further categorized. Past research on detecting abusive content on social media has outlined these categories as 'obscene', 'racism', 'hate speech', 'abuse', 'threat' etc. (Georgakopoulos et al., 2018; van Aken et al., 2018).

An abusive content detection mechanism was used to examine abusive content being shared on Our Watch's social media platforms. This abusive content detection mechanism identifies such abuse using existing social media content that has been labelled as 'abusive' (Kaggle, 2019). Classifying such language is based on a deep learning classification approach using a word embedding model and a Bi-directional recurrent neural network (BRNN) (Adikari & Alahakoon, 2020). The model captures contextual information and identifies different language features to differentiate abusive content from normal social media conversations.

As the final step of the social media analysis, the outcomes generated by the framework outlined above were organized and used to develop an interactive dashboard. The dashboard provides a visual representation of the outcomes with the capabilities to filter, search, slice and dice across single, multiple attributes and dimensions. This allows us to observe data from multiple viewpoints as well as to analyse data at the smallest level.

Appendix 5: Data Synthesis Method

Document collection

Relevant evaluation documents were sourced through the desktop audit/review component of the evaluation. To be included in the data synthesis, reports needed to:

- evaluate specific programs either led, or funded, by Our Watch
- have some degree of outcome evaluation component (i.e., not solely be a process and/or output evaluation)
- report outcome data relevant to our guiding research question, i.e., changes in attitude or behaviour.

Selection process

A selection table was produced which collated information on each potential evaluation report, this included:

1. report title
2. program type (single sentence description of the evaluated program)
3. evaluation type
4. Our Watch run? (Yes or No)
5. Our Watch funded? (Yes or No)
6. prevention level (primary, secondary, and/or Tertiary)
7. relevant outcome data (Yes, No, or Maybe)
8. include/exclude decision
9. decision related comments.

One researcher compiled the table and made initial inclusion/exclusion ratings and included comments; two further researchers reviewed the selection table and the comments. Final inclusion/exclusion decisions were agreed upon.

Data extraction

Included evaluation reports were scanned for information on the program being evaluated, the evaluation methods, and the evaluation findings. A data extraction table was created that included the following extraction fields:

1. Report identifiers — Number; Authors; Title; and Year
2. Program information — Program organisation; Funders; Program summary; Program name; Program type (e.g. social marketing campaign, sector capacity building); Program target population; Program target gendered drivers and reinforcers of violence against women; and Program theory base
3. Evaluation information — Evaluation type; Outcome evaluation design; Sample and sampling method; Outcome measure description; Outcome evaluation strengths; Outcome evaluation limitations
4. Evaluation findings — Behavioural outcome findings; Attitudes and knowledge outcome findings; and Outcome findings for influencers of the public (e.g. prevention practitioners, teachers, parents)

Evaluation findings data inclusion/exclusion criteria

The included evaluation reports presented a range of process, output, and outcome evaluation findings sourced from various data collection methods. Relevant findings needed to attest to changes in attitudes, knowledge, and behaviours to prevent violence against women and their children. To be included in the data synthesis, evaluation findings needed to meet the inclusion/exclusion criteria detailed below.

Inclusion

- Evaluation findings that focussed on outcomes that demonstrated impact on knowledge, attitudes, and/or behaviours regarding the prevention of violence against women within the public:
  - any measure of gained knowledge, new or changed attitudes, or new or changed behaviour post-intervention
  - what people did post exposure to a campaign or resources (e.g., looked up more information, talked to peers about it, even re-engaged with the campaign/resource) was considered outcome behaviour data
  - use or application of a resource/new skill/new knowledge post exposure to it, or training on it (especially for sector capacity building type projects), was considered outcome behavioural data.
- Evaluation findings from projects that did not directly target the public, but instead targeted people who in-turn serve the public or influence the target group from the public (such as prevention workers, teachers, parents) were included but assessed as projects that influence the public indirectly.

Exclusion

- Evaluation findings that did not focus on outcomes that demonstrated impact on knowledge, attitudes, and/or behaviours regarding the prevention of violence against women within the public
  - Campaign/resource awareness was considered output not outcome data (it was about the intervention itself not about the impact of that intervention)
  - Perceptions of campaigns/resources were also considered output and not outcome data (i.e. the same as data on if people liked a workshop or training)
  - Campaign engagement was also considered output not outcome data. Because initially engaging with the campaign is the intervention itself, not the outcome of that intervention
- Programs and evaluation findings needed to be prevention-based. Thus, any projects or findings that was about response to violence against women (i.e. the survivor advocates in the National Media Engagement Program) were excluded.

Data analysis

The overall data synthesis analysis plan involved 4 steps.

1. Identify outcome variables of interest — Code the evaluation reports' outcome findings according to the outcome variables of interest. These include violence/abuse/harassment behaviours, and the underlying attitudes that influence those behaviours.
2. Assess conclusiveness of evaluations' findings for outcomes of interest — Code evaluation findings for each outcome variable of interest according to the proportion of findings that reported a positive effect or change due to program involvement.
3. Assess outcome data quality — Assess the methodological quality of the outcome data produced by each evaluation.
4. Determine the degree of influence of outcome evaluations on violence against women behaviour, attitudes, and knowledge — Determine the degree of influence Our Watch, through its program outcome evaluations, has on the behaviour, attitudes, and knowledge of the public. This is calculated from the conclusiveness of outcome evaluation findings and the quality of outcome evaluation data.

Outcome variables of interest

Extracted outcome findings from each included evaluation report were coded for any of the relevant outcome variables of interest.

- **Behaviours:** Behaviours of interest were broken into two categories.
  - Violence — reports of perpetration or victimisation of violence, abuse, or harassment.
  - Other — outcome findings on other types of behaviours not depicting perpetration or victimisation. Ten different types of 'other' behaviour were identified among the outcome evaluation findings. These are listed in table 12 below.

Table 12: Types of 'other' behaviours coded for in outcome evaluation findings

'OTHER' BEHAVIOUR	DEFINITION
Campaign post-exposure behaviours	Behaviours reported as a result of being exposed to a social marketing campaign • Discussing topics/measures • Engaging more with content/campaign • Becoming more active on the issue • Sharing new knowledge etc.
Parent post-program/ campaign behaviours	Parents' engagement/discussion/education of their children on issues of healthy relationships/dating etc.
Healthy/respectful relationship and gender equitable behaviour	• Empathic listening • Open to others' views/perspectives • More mindful of/changed own gendered behaviour etc.
Bystander intervention behaviour	Challenging others' language/jokes etc.
Female empowerment actions	• Females speaking up against sexism/gender inequality • Females being more confident/outspoken/assertive
Modelling healthy relationship or gender equitable behaviour	E.g., Teachers or parents etc. modelling behaviours such as active listening or non-gender stereotypical behaviours such as male principals cleaning up in the lunchroom or using less gendered language
Organisational actions	• Policy change/creation • New initiatives • Expand/introduce prevention efforts • Other actions taken to inform organisational culture or practices • Use of new violence against women prevention resources or knowledge to inform organisation and its work • Influence/educate organisation's other stakeholder e.g. sport sponsors and fans
Deliver training sessions	E.g., after completing a train-the-trainer sector capacity building program
Change in journalistic reporting on violence against women	Post-program/intervention changes in reporting by journalists on violence against women, such as more interviews with survivors, less victim blaming etc.
Sharing of new violence against women prevention knowledge	• From program/training/education • Shared with friends, family, co-workers and/or community

- **Gendered drivers of violence against women:** Attitude and knowledge outcome findings were coded according to the five actions taken to address gendered drivers of violence against women identified by Our Watch in *Change the Story* (Our Watch, 2015) (See Table 13). A sixth code was also created, called **General Gendered Drivers**, for outcome findings that only asked about the gendered drivers in general and not about specific drivers.

Table 13: Gendered drivers of violence against women used as outcome findings codes

ESSENTIAL ACTIONS TO ADDRESS GENDERED DRIVERS
1. Challenge condoning of violence against women
2. Promote women's independence and decision making in public life and relationships
3. Foster positive personal identities and challenge gender stereotypes and roles
4. Strengthen positive, equal and respectful relations between and among women and men, girls and boys
5. Promote and normalise gender equality in public and private life

Reinforcing factors of violence against women: Attitude and knowledge outcome findings were also coded according to the five actions taken to address the gendered reinforcing factors of violence against women identified in Change the Story (Our Watch, 2015) (See Table 14).

Table 14: Reinforcing factors of violence against women used as outcome findings codes

SUPPORTING ACTIONS TO ADDRESS REINFORCING FACTORS
1. Challenge the normalisation of violence as an expression of masculinity or male dominance
2. Prevent exposure to violence and support those affected to reduce its consequences
3. Address the intersections between social norms relating to alcohol and gender
4. Reduce backlash by engaging men and boys in gender equality, building relationship skills and social connections
5. Promote broader social equality and address structural discrimination and disadvantage

- **General Violence against Women Knowledge:** Another outcome code was created for outcome findings that only asked about general VAW knowledge without being any more specific. This covered findings such as participants noting their knowledge about violence against women or violence against women prevention had generally improved.

Conclusiveness of outcome findings

Once findings were coded for, and thus allocated to, outcome variables of interest, findings for those variables were then assessed for their degree of conclusiveness. Conclusiveness was defined as the proportion of findings that reported a **'positive'** or **'negative effect/change'** or **'no-effect/change'** due to the program/intervention.

Additionally, a fourth category of finding code was created called **'unable to assess effect/change'**. This was for survey items administered at post-program only that asked about agreement with statements of learning objectives but did not ask about self-ratings of knowledge gain or attitude change, and where

no pre-post or control/comparisons were made. These codes were treated the same as a 'no effect/change' code as they were unable to demonstrate if there was an effect or change due to program participation or campaign exposure.

Behavioural findings — Findings for violence related and 'other' behavioural outcomes were assessed for conclusiveness using the key seen in Table 15.

Table 15: Conclusiveness ratings for the behavioural outcome findings

BEHAVIOURAL FINDINGS
E = Effective: 75% or more of findings were positive
C = Conflicting: Less than 75% of findings were positive
I = Ineffective: All findings were negative or no-effect

Attitude and knowledge outcomes — Findings for attitude and knowledge outcomes, coded for relevance to the violence against women gendered drivers and reinforcing factors, were assessed for conclusiveness using a different key (see Table 16). This differed from the key used for behavioural findings in that the **'Effective'** rating was replaced with the **'Promising'** rating. This is because the ultimate outcome goal of primary prevention work is the reduction and elimination of violence against women, thus effectiveness is defined by changes in behaviour. The underlying attitudes and knowledge related to gendered drivers and reinforcers of violence against women are considered influencers of behaviour. Thus, programs that demonstrate improvements in these attitudes and knowledge are rated as 'promising', as opposed to 'effective', as they impact an influencer of behaviour but not behaviour itself. **It is worth noting that the attitude and knowledge outcomes were combined for the assessment of conclusiveness and not assessed separately.**

Table 16: Conclusiveness rating for the attitude and knowledge outcomes findings related to gendered drivers and reinforcing factors

GENDERED DRIVER & REINFORCING FACTOR FINDINGS
P = Promising: 75% or more of findings were positive
C = Conflicting: Less than 75% of findings were positive
I = Ineffective: All findings were negative or no-effect

Quality assessment of evaluation outcome data

The conclusiveness of program outcome evaluation findings alone cannot determine the influence Our Watch has had on violence against women behaviour, attitudes, and knowledge. The quality of the data produced by program outcome evaluations also will determine the level of evidence available on Our Watch's influence. In other words, this looks at the strength of the evidence, not just if the evidence is positive or negative.

A quality assessment tool was utilised to assess the outcome evaluation methods used by the included program evaluations. Existing study quality assessment tools were screened to assess utility to the Our Watch evaluation reports. Existing tools that included assessment of quantitative, qualitative, and mixed method designs were deemed to be too academic and placed unrealistic expectations on community sector evaluation methods. As such, one existing quality assessment tool called the Mixed Methods

Appraisal Tool (MMAT; Pluye et al, 2013), was used to adapt into a bespoke quality assessment tool that could assess the range of outcome evaluation study designs represented among the included evaluation reports. The MMAT included assessment sections for qualitative, quantitative, and mixed method designs, was minimally academic, and simple enough to be adapted for our purposes. Individual rating items in the new adapted tool were informed by several sources including some of the MMAT original items. Some items assessing quantitative methods were informed by the first part of a VicHealth evaluation guide on the prevention of VAW (Flood, 2013), and some items assessing qualitative methods were informed by the second part of the VicHealth guide (Kwok, 2013). Some items were also informed by a concise guide produced by VicHealth on evaluating violence against women primary prevention programs (VicHealth, 2015). Furthermore, item scoring was informed by the types of methods used in the included evaluation reports (e.g. outcome survey measures scoring included a self-rated change scoring option due to the commonality of post-program only items on self-rating changes in knowledge or attitude).

Quality assessment tool description

The Quality assessment tool included 4 sections (see Appendix 5b for the full tool, scoring, and rating results).

1. Outcome evaluation design — This section included items on 'pre-post measures', 'follow-up measures', 'control/comparison groups', 'informed by a theory of change', and 'mixed-methods'.
2. Outcome quantitative data — This section included items on 'survey item development', 'outcome measures', 'violence against women driver and reinforcer measures', 'sample size', 'sample population representativeness', and 'survey analysis'.
3. Outcome qualitative data — This section included items on 'informants being relevant to the evaluation question', 'target groups being able to offer first person accounts', and 'data analysis offers thick description'.
4. Mixed methods — This section had one item on whether 'Mixed method data are integrated'.

Item response options — Each item had response options that varied from two options to four options, the number of options was dictated by the relevant types and ranges of methods used in the included evaluations.

Item scoring — All items were scored out of 3 to give equal weighting to each individual item. This made for some creative score options, for example, when an item had three options and the first was 0 (i.e. missing this quality), the top was 3 (i.e. the best quality), leaving the middle option to be 1.5 (i.e. moderate quality) due to wanting an equal interval between item scores.

Overall scoring — Total scores were summed from relevant sections (i.e. depending if the outcome evaluation included quantitative, qualitative, and/or mixed methods). These were then compared to the total possible score attainable (again dependant on what type of methods the evaluation design included) and a percentage score was calculated. The final quality rating was then determined by a quartile rating system: Strong (75–100%), Moderate (74–50%), Weak (49–25%), and Very Weak (24–0%).

Important qualification — It is important to note that the overall quality rating only refers to the outcome part of the evaluation and not the entire evaluation. Therefore, it is not assessing process and output evaluation methods.

Degree of positive influence that Our Watch evaluated programs have on violence against women behaviours, attitudes, and knowledge

The final step in the analysis involved bringing together the findings' conclusiveness rating and the data quality assessment rating. This determined the strength and conclusiveness of the evidence of the degree of positive influence Our Watch, through its program evaluations, has over violence against women behaviour, attitudes, and knowledge among the general public. **Thus, this is the analysis that answers the data synthesis overall evaluation question.**

This involved combining the conclusiveness rating for each variable of interest with the data quality rating for each evaluation report. These combinations were then used to determine the evaluation's degree of positive influence. These were rated as either **indicating positive influence** (conclusive findings with strong/moderate data), **suggesting positive influence** (conclusive findings with weak data or inconclusive findings with strong/moderate data), or **no positive influence** (negative/non-findings with any quality data) using the key in Table 17 below.

Table 17: Degree of influence rating key

KEY — DEGREE OF INFLUENCE RATING

Rating	Definition
I = Indicating positive influence	• Effective or Promising findings **+** Strong or Moderate evidence quality
S = Suggesting positive influence	• Effective or Promising findings **+** Weak or Very Weak evidence quality • Conflicting findings **+** Strong or Moderate evidence quality
N = No positive influence	• Conflicting or Ineffective findings **+** Weak or Very Weak evidence quality • Ineffective findings **+** Strong, Moderate, Weak or Very Weak findings

Appendix 5a: Data synthesis — data collection findings

We identified 28 evaluation documents. After inclusion and exclusion criteria were implemented, 14 programs and their evaluation documents were included in this data synthesis.

Table 18: Evaluation selection findings

IDENTIFIED EVALUATION DOCUMENTS	INCLUDED EVALUATION DOCUMENTS	INCLUDED PROGRAM EVALUATIONS	INCLUDED PROGRAMS
28	23	16	**14**

Table 18 above shows that only five of the initially identified program evaluation documents were excluded due to not meeting our inclusion criteria.

Included programs

Table 19 below shows that most programs in the included evaluations were 'Sector capacity building', 'Social marketing campaigns', and 'Resource development' type programs. It is important to note that evaluated programs could include more than one program type (e.g. social marketing campaign and resource development).

Table 19: Types of programs evaluated in included evaluation reports in order of frequency

PROGRAM TYPES	FREQUENCY
Sector capacity building	8
Social marketing campaign	6
Resource development	6
Bystander intervention	2
Community engagement/development	2
Workplace intervention	2
Respectful relationship education	1
Expert reference group	1
All-of-sport intervention	1

Program level of public influence

Table 20 below shows that most of the evaluated programs had only **indirect** influence on prevention attitudes, knowledge, and/or behaviours. This meant their evaluated programs were predominantly sector capacity type programs that target people who then influence the public such as journalists, practitioners, teachers, and parents. This was equalled by evaluated programs that **both** directly serve the public, but also target those that serve/influence the public. These could be larger multi-faceted programs that include a sector capacity element and a public engagement element (e.g. training prevention professionals in workplace contexts and delivering interventions in a pilot workplace) or a program that

seeks to educate both their target audience and those that influence them (e.g. an education campaign or resource that targets young people and their parents). Only a couple of evaluated programs focused solely on targeting the public **directly**.

It is worth noting that only one of the seven 'indirect' influence programs included an element that subsequently directly engaged the public to test efficacy on public violence against women prevention attitudes, knowledge, and behaviours. The rest did not.

Table 20: Level of public influence asserted by a program in included evaluation reports by frequency

LEVEL OF PUBLIC INFLUENCE	FREQUENCY
Indirect	7
Both	7
Direct	2

A visual summary of the programs evaluated in the included evaluation reports

The above information on program type and program level of public influence has also been visually presented in Figure 21 below. The figure is split into two sections. The first section presents the programs that have been evaluated by more than one evaluation report. The second section presents all the programs evaluated by a single evaluation report. Overall, the figure illustrates which programs have been evaluated by which evaluation reports and identifies the program's target population and targeted influencers of that population. It also illustrates if the program and evaluation directly target the target population and/or indirectly targets them through influential people (e.g. teachers, parents, prevention practitioners, journalists etc.).

The colour key (see table 21) depicts the primary program type of each evaluated program, though as noted below, programs could include more than one program type. The colour key only depicts the primary program type as suggested by program's self-definitions. The line connections depict whether those in the target group (e.g. students) and/or those identified as influencers of the target group (e.g. teachers or parents) are part of the program and part of the outcome evaluation.

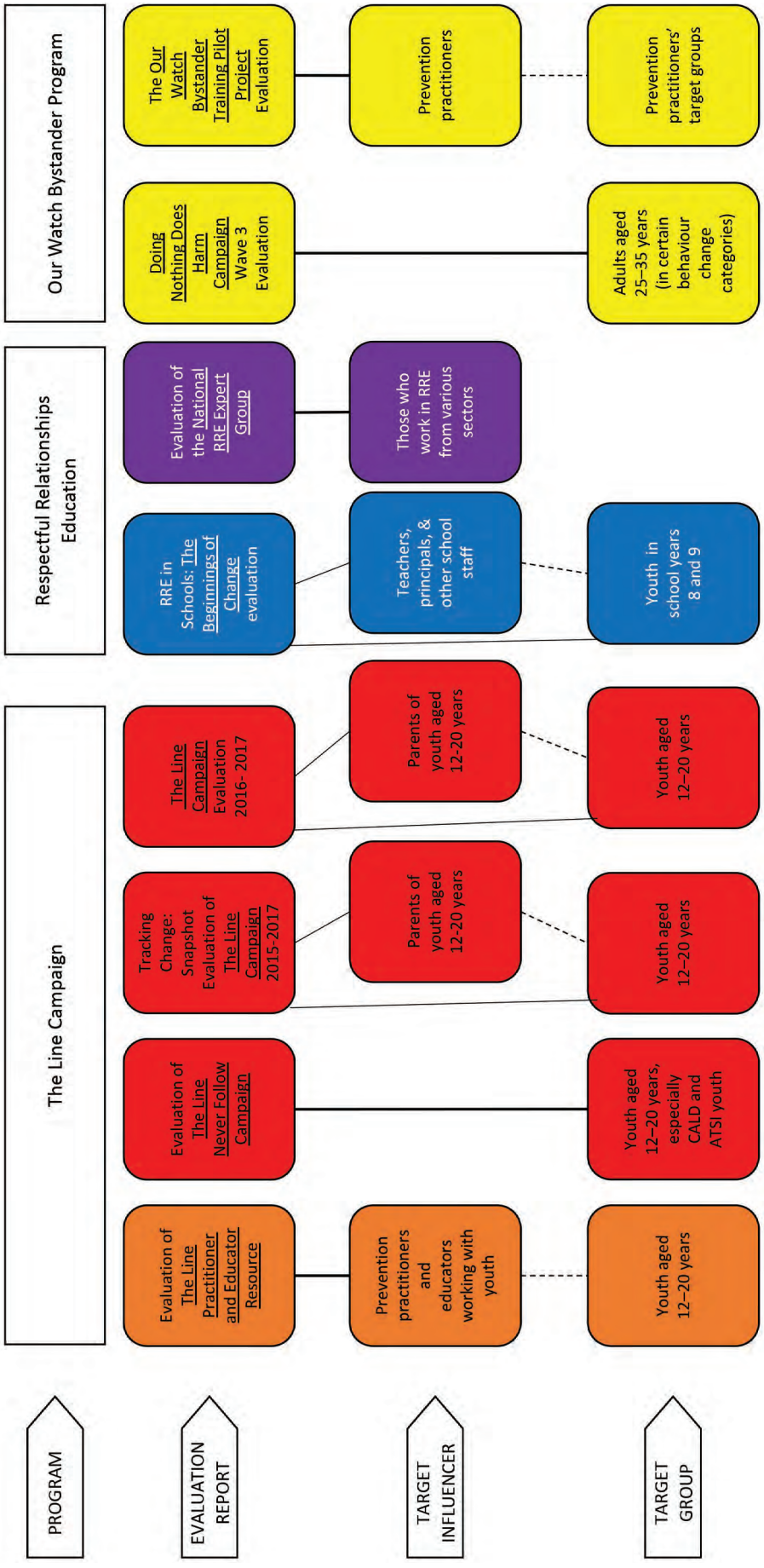
Table 21: Key for Figure 21

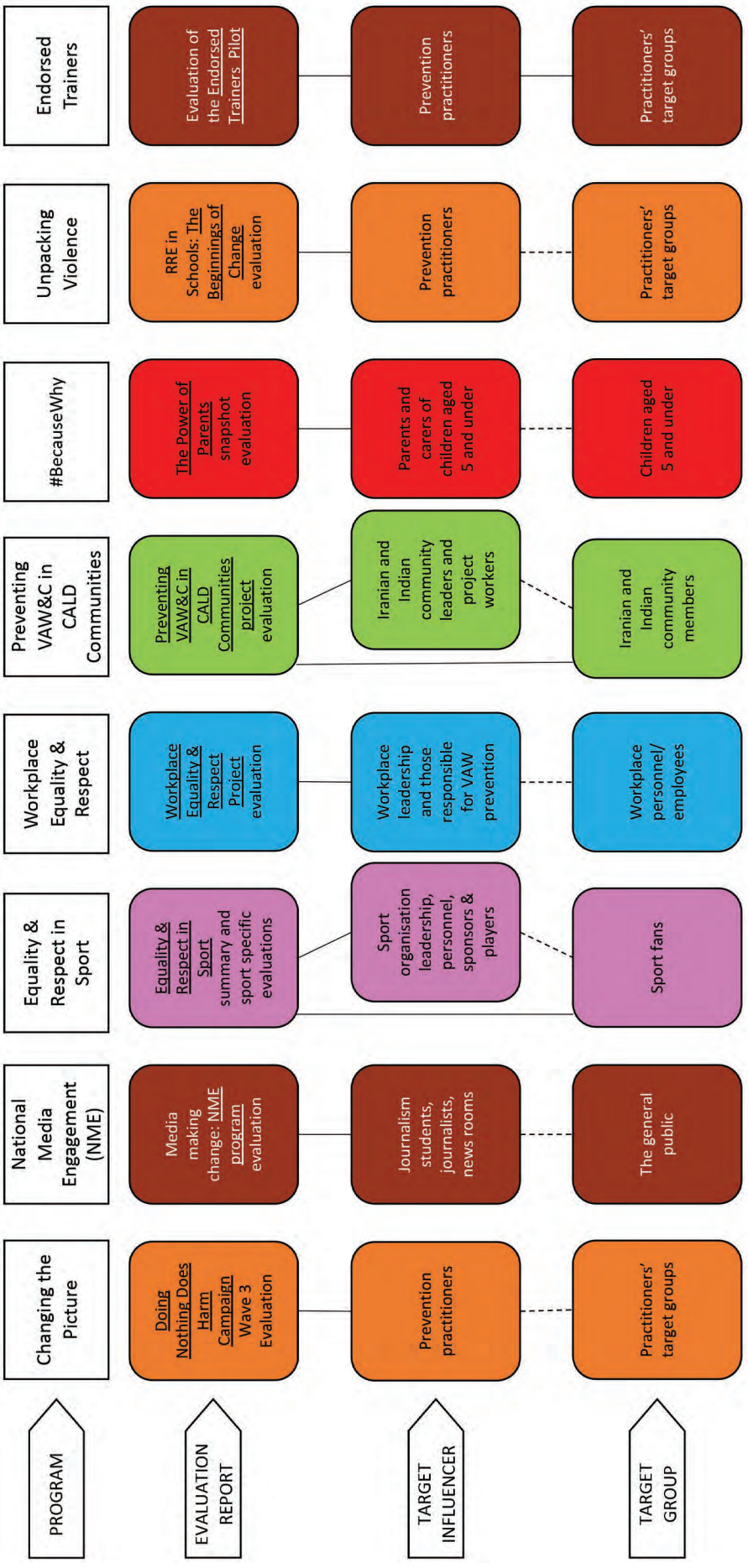
Figure 21: A Visual Summary of the Programs, Program Evaluations, and Direct and In-direct Program Targets of Our Watch Program Evaluations Included in the Data Synthesis

KEY	
Program Type*	
	Sector capacity building
	Social marketing campaign
	Resource development
	Bystander intervention
	Community engagement/development
	Workplace intervention
	Respectful relationships education
	Expert reference group
	All-of-sport intervention
Program Influence	
————	Influence targeted & measured
----------	Influence NOT targeted or measured

*Note that programs could include more than one program type and that the most identifiable program type was used to represent each program evaluation in the figure

Figure 21: A visual summary of the programs, program evaluations, and direct and in-direct program targets of Our Watch program evaluations included in the data synthesis




PROGRAM
EVALUATION REPORT
TARGET INFLUENCER
TARGET GROUP
Changing the Picture
National Media Engagement (NME)
Equality & Respect in Sport
Workplace Equality & Respect
Preventing VAW&C in CALD Communities
#BecauseWhy
Unpacking Violence
Endorsed Trainers
Doing Nothing Does Harm Campaign Wave 3 Evaluation
Media making change: NME program evaluation
Equality & Respect in Sport summary and sport specific evaluations
Workplace Equality & Respect Project evaluation
Preventing VAW&C in CALD Communities project evaluation
The Power of Parents snapshot evaluation
RRE in Schools: The Beginnings of Change evaluation
Evaluation of the Endorsed Trainers Pilot
Prevention practitioners
Journalism students, journalists, news rooms
Sport organisation leadership, personnel, sponsors & players
Workplace leadership and those responsible for VAW prevention
Iranian and Indian community leaders and project workers
Parents and carers of children aged 5 and under
Prevention practitioners
Prevention practitioners
Practitioners' target groups
The general public
Sport fans
Workplace personnel/ employees
Iranian and Indian community members
Children aged 5 and under
Practitioners' target groups
Practitioners' target groups

Included evaluations

Table 22 shows that of the 16 included programme evaluations almost half were 'formative' evaluations of newly developed programs not designed to impact medium- or long-term outcomes such as attitudes, knowledge, and behaviours. In terms of the evaluation elements of included evaluation reports, almost all evaluations included 'process' and 'output' evaluations, fewer included some degree of formal output evaluation.

Five evaluation reports stated that they were not designed to be impact evaluations testing the medium to long-term efficacy of the program on violence against women knowledge, attitudes, and behaviours. Each of these five were formative evaluations, three of them evaluated programs targeting influencers of the public and not the public directly, and two targeting both the public and their influencers (e.g. workplace prevention practitioners). It is worth noting that these reports also acknowledged that despite not being designed to test medium and long-term outcomes, they all at least collected some information suggestive of short-term outcome impact.

Table 22: Evaluation type and elements of included evaluation reports

EVALUATION TYPE	FREQUENCY	EVALUATION ELEMENT	FREQUENCY
Formative	7	**Process**	14
Non-formative	9	**Output**	10
		Outcome	14

Outcome data collection methods

Table 23 shows that **survey** was the most common method used for outcome data collection, however, those surveys were mostly post-program only. This means that post-program levels of knowledge and attitudes were not compared to pre-program levels, though, some of these evaluations did compare post-program survey scores to non-exposed control groups (e.g. *The Line* campaign tracking surveys). **Interview** and **focus group** data collection methods also featured in several outcome evaluations. These methods offer the benefit of participants' being able to put learnings or attitude change in their own words but lacks the ability to show the size of the programs impact on knowledge and attitudes.

Table 23: Data collection methods used for outcome evaluation data in the included evaluation reports by frequency

DATA COLLECTION METHOD	FREQUENCY
Survey	13
Pre-post survey	3
Post-only survey	10
Interview	7
Focus group	5
Media analysis	2
Secondary data analysis	1

Conclusiveness of evaluation findings analysis

Table 24 (see below) presents the results of the conclusiveness analysis of the evaluation report findings. The table reports on the findings of each of the 16 included program evaluation reports. The table also notes the program they evaluate, the types of programs being evaluated, whether the program targets their target population directly or indirectly (via people who influence them e.g. teachers, parents, prevention practitioners, journalists) or both, and the type of evaluation that was utilised. It also breaks down their findings by the outcome variables of interest. Including behaviours (violence related and other) and attitudes and knowledge. Attitude and knowledge outcomes were combined and reported in relation to the gendered driver or reinforcing factor it relates to. See the key for definitions of the conclusiveness ratings.

Behavioural outcomes

Violence related behaviour — Only three Our Watch program evaluations had findings on violence behaviour and only one reported **effectiveness**. While the other two evaluations reported **ineffective** findings, each considered this was due to young people being more aware of abusive and unhealthy relationships rather than an actual increase in reported abusive and unhealthy relationships. All three evaluations targeted both the target population and their influencers (e.g. parents or teachers), However, only one had findings for both groups., and that program reported to be **effective** in reducing violence related behaviours in both groups.

Other behaviours — A total of 13 Our Watch program evaluations produced findings for other types of behaviour. Out of the 13, 11 evaluations were reported to be **effective** in influencing a range of non-violence related behaviours, the others were **ineffective** or reported **conflicting** findings. Generally, the evaluations reporting an **ineffective** or **conflicting** influence on other behaviours were mostly programs that targeted both the target population and their influencers.

Gendered drivers of Violence against Women

A total of 13 Our Watch program evaluations reported findings of influence on the five specific gendered drivers of violence against women or on the gendered drivers in general. Of these, six evaluations reported **promising** findings, one reported mostly **promising** findings, one reported **conflicting** findings, three reported mostly **conflicting** findings, and two reported findings evenly split across **promising** and **conflicting**. Overall, the Our Watch program evaluation findings for the gendered drivers of violence against women lean more towards **promising** than **conflicting**.

The evaluations of programs that targeted their target population indirectly through influencers (e.g. teachers, parents, prevention practitioners), or both directly and indirectly, reported more **promising** findings for the gendered drivers of violence against women. Whereas evaluations of programs that directly targeted their target group reported more **conflicting** findings for the gendered drivers of violence against women.

Reinforcing factors of Violence against Women

In total 12 of the Our Watch program evaluations reported findings of influence on the five reinforcing factors of violence against women. Of these, five evaluations reported **promising** findings, two reported mostly **promising** findings, two reported **conflicting** findings, two reported mostly **conflicting** findings, and one reported **ineffective** findings. Overall, the Our Watch program evaluation findings for the reinforcing factors of violence against women lean more towards **promising** than **conflicting**.

Like findings for the gendered drivers, the evaluation of programs that target their target population indirectly through influencers, or both directly and indirectly, reported more **promising** findings for the reinforcing factors of violence against women. Again, evaluations of programs that directly target their target population reported more **conflicting** findings.

Table 24: *Conclusiveness of findings* for behavioural, gendered driver, and reinforcing factor outcome variables

KEY — FINDING CONCLUSIVENESS RATING

Behavioural Findings	Gendered Driver & Reinforcing factor Findings
E = Effective: 75% or more of findings for this program were positive	**P = Promising:** 75% or more of findings for this program were positive
C = Conflicting: Less than 75% of findings for this program were positive	**C = Conflicting:** Less than 75% of findings for this program were positive
I = Ineffective: All findings for this program were negative or no-effect	**I = Ineffective:** All findings for this program were negative or no-effect

| | | |

Doing Nothing Does Harm Campaign Evaluation: Wave 3 Report	Our Watch Bystander Program	SMC, BI	D	Formative, process, output, outcome		E	C		C	C	C			C				
Evaluation of the Endorsed Trainers Pilot Evaluation Report	Endorsed Trainers	SCB	I**	Non-formative, process, output, outcome		-E					P-	P-		P-				P-I
Evaluation of the Our Watch Bystander Training Pilot Project Evaluation Report	Our Watch Bystander Program	SCB, BI	I	Non-formative, process, output, outcome		I								P				P
Media making change: Evaluation report of the National Media Engagement Program 2017–2019 Phase 2	National Media Engagement	SCB	I	Formative, process, output, outcome		E	C				I	C		C		P	C	C
Changing the Picture — Reflections on resource development and implementation, one year post launch Project Evaluation Report	Changing the Picture	SCB, RD	I	Formative, process, outcome		E								P			P	
Evaluation of 'Unpacking Violence' — Our Watch Non-Physical Forms of Violence Practitioner Resource Evaluation Report	Unpacking the Violence	SCB, RD	I	Formative, process, output, outcome								P						
Evaluation of the National Respectful Relationships Education Expert Group Evaluation Report	Respectful Relationships Education	ERG	I	Formative, process, output, outcome		E				P		P						

General Vaw	Non-specific VAW knowledge	P			C
Reinforcing Factors	Promote broader social equality and address discrimination/disadvantage				
	Reduce backlash by engaging men in gender equality, building relationship skills and social connections	P			
	Address social norms relating to alcohol (and violence)				
	Prevent exposure to violence and support those affected	P		I	
	Challenge violence as expression of masculinity/male dominance				
Gendered Drivers	General gendered drivers				
	Promote/normalise gender equality	P P	P	P	
	Strengthen positive/equal/respectful relations	P			
	Foster positive identities and challenge gender stereotypes				
	Promote women's independence	P			
	Challenge condoning of violence	P			
Behaviour	Other behaviour	E		E	
	Violence/abuse/harassment behaviour				
EVALUATION TYPE		Formative, process, outcome	Non-formative, process, outcome	Formative, process, output	Formative, process
GENERAL PUBLIC INFLUENCE — DIRECT, INDIRECT, BOTH		B***	B****	B***	I
PROGRAM TYPES		CDE, SCB, RD	SMC, RD	ASI, WI, SMC, CDE	RD, SCB
PROGRAM		Preventing VAW&C in CALD Communities	#BecauseWhy	Equality & Respect in Sport	The Line
EVALUATION REPORT		Evaluation of the preventing violence against women and their children in culturally and linguistically diverse communities project	The Power of Parents Snapshot Evaluation Report	Equality and Respect in Sport Summary Cover Report — plus the AFL, FFA, NRL, and RA evaluation reports	Evaluation of The Line Practitioner and Educator Resources Evaluation Report

Workplace Equality and Respect Project: Evaluation Report	Workplace Equality & Respect	WI, RD, SCB	B***	Formative, process, output, outcome		E				P			P				

[1]SMC — Social marketing campaign; RRE — Respectful relationships education; BI — Bystander intervention; SCB — Sector capacity building; RD — Resource development; ERG — Expert reference group; CDE — Community development/engagement; ASI — All of sport intervention; WI — Workplace intervention

#For programs that targeted both a target population and those that influence the target group, and have outcome findings for both, the conclusiveness rating before of the hyphen is for the target group and the rating after the hyphen is for the influencers of the target group

*The negative results, and thus ineffective rating, for these evaluations were noted to be confounded by the fact that increased reports of experiencing relationship/dating/interpersonal violence post-program/campaign may be due to an increase in awareness of these forms of violence.

**The endorsed trainers pilot is a sector capacity building program and, thus, why it was categorised as having indirect influence on the general public. However, it also tested the efficacy of the training their newly qualified trainers delivered. So, there is also some target group evaluation data, denoted by the hyphenated conclusiveness ratings.

***These programs targeted both their target group and the influencers of their target group but only had outcome data from one or the other, thus, there were no hyphenated conclusiveness ratings.

General Violence against Women Knowledge

Table 25 also shows that a total of six Our Watch program evaluations included outcome measures that asked about general non-specific knowledge about violence against women. Of these, three reported **promising** findings, two reported **conflicting** findings, and one reported an even split between **promising** and **ineffective** findings. Overall, as with the gendered driver and reinforcing factor findings, findings for general violence against women knowledge were more **promising** than **conflicting**.

Evaluations of Our Watch programs that target their target population both directly and indirectly reported only findings on general violence against women knowledge that were **promising**. Whereas programs that only targeted their target population indirectly via influencers reported findings for general violence against women knowledge that was a mixture of **promising**, **conflicting**, and **ineffective**, with a slight leaning toward **promising**. Evaluations of programs that directly targeted their target population reported no findings for general violence against women knowledge.

Quality Rating of Outcome Evaluation Methods

Table 25 presents the results for the quality assessment of the outcome evaluation methods used in the included Our Watch program evaluation reports. Evaluations methods were first given a score out of 15 for their outcome evaluation designs (see the quality assessment description above, and the full quality assessment tool and results in Appendix 5b). Following this they were given a score out of 18 for their outcome quantitative data methods (if relevant), a score out of nine for outcome qualitative data methods (if relevant), and a score out of three for mixed-method data methods (if relevant). A total score and total possible score (based on relevant sections) were summed and transformed into a percentage. A quartile ranking quality rating system then allocated each report a rating of either strong, moderate, weak, or very weak.

Quality analysis found that zero outcome evaluations utilised **strong** methods, five utilised **moderate** methods, ten utilised **weak** methods, and one utilised **very weak** methods. It is worth noting several caveats of these results. Firstly, the quality rating only refers to outcome evaluation methods and not process nor output evaluation methods. Next, few programs were designed to address medium and long-term behavioural and attitudinal/knowledge outcomes, and thus were more likely to have weak rated outcome methods. Finally, most evaluations were not designed to be outcome or impact evaluations. Most were formative and developmental type evaluations, and as such, were more likely to have weak rated outcome methods.

Table 25: Abbreviated *Quality rating* for outcome evaluation data of each evaluation report (full rating see Table 26 below)

EVALUATION REPORT	Outcome Evaluation Design	Outcome Quantitative Data	Outcome Qualitative Data	Mixed Methods	Overall Rating Score			
	Score out of **15**	Score out of **18**	Score out of **09**	Score out of **03**	**Total Score** (from relevant sections)	**Total Possible Score** *(from relevant sections)*	**Percentage Score** (% of total possible score)	**Quality Rating*** **Strong** (75–100%) **Moderate** (50–74%) **Weak** (25–49%) **Very Weak** (0–24%)
1. Tracking Change: Snapshot evaluation findings for The Line campaign 2015 to 2017	6	12	NA	NA	18	33	54.5%	Moderate
2. Respectful Relationships Education In Schools: The Beginnings of Change	6	11.5	7.5	3	28	45	62.2%	Moderate
3. The Line 2016-17 Evaluation Report: 1 July 2016 to 30 June 2017	6	12	NA	NA	18	33	54.5%	Moderate
4. The Line — Never Follow Campaign Evaluation Report	3	11.5	NA	NA	14.5	33	43.9%	Weak
5. Doing Nothing Does Harm Campaign Evaluation: Wave 3 Report	6	13	NA	NA	19	33	57.6%	Moderate
6. Evaluation of the Endorsed Trainers Pilot Evaluation Report	3	10.75	NA	NA	13.75	33	41.7%	Weak

EVALUATION REPORT	Outcome Evaluation Design	Outcome Quantitative Data	Outcome Qualitative Data	Mixed Methods	Overall Rating Score			
	Score out of **15**	Score out of **18**	Score out of **09**	Score out of **03**	**Total Score** (from relevant sections)	**Total Possible Score** *(from relevant sections)*	**Percentage Score** (% of total possible score)	**Quality Rating*** **Strong** (75–100%) **Moderate** (50–74%) **Weak** (25–49%) **Very Weak** (0–24%)
7. Evaluation of the Our Watch Bystander Training Pilot Project Evaluation Report	6	6.5	6	3	21.5	45	47.8%	Weak
8. Media making change: Evaluation report of the National Media Engagement Program 2017–2019 Phase 2	3	5	7.5	3	18.5	45	41.1%	Weak
9. Changing the Picture — Reflections on resource development and implementation, one year post launch Project Evaluation Report	7.5	7.5	4.5	1.5	21	45	46.7%	Weak
10. Evaluation of 'Unpacking Violence' — Our Watch Non-Physical Forms of Violence Practitioner Resource Evaluation Report	6	3.5	NA	NA	9.5	33	28.8%	Weak
11. Evaluation of the National Respectful Relationships Education Expert Group Evaluation Report	3	8.5	7.5	3	22	45	48.9%	Weak
12. Evaluation of the preventing violence against women and their children in culturally and linguistically diverse communities project	0	NA	7.5	NA	7.5	24	31.3%	Weak

13. The Power of Parents Snapshot Evaluation Report	0	NA	9	NA	9	24	37.5%	Weak
14. Equality and Respect in Sport Summary Cover Report — plus the AFL, FFA, NRL, and RA evaluation reports	0	NA	7.5	NA	7.5	24	31.3%	Weak
15. Evaluation of The Line Practitioner and Educator Resources Evaluation Report	0	5	NA	NA	5	33	15.2%	Very Weak
16. Workplace Equality and Respect Project: Evaluation Report	3	11.25	9	3	26.25	45	58.3%	Moderate

*A reminder that the quality rating is for the outcome evaluation data only, and not for the entire evaluation

Appendix 5b: Data Synthesis — quality rating

Table 26: Full *Quality rating* for the outcome evaluation data of each evaluation report

EVALUATION REPORT	Outcome Evaluation Design					Outcome Quantitative Data						Outcome Qualitative Data			Mixed Methods	Overall Rating Score			
	Pre-post Measures: Yes = 3 No = 0	Follow up Measures: Yes = 3 No = 0	Control/ comparison Group: Yes = 3 No = 0	Informed by a theory of change: Yes = 3 No = 0	Mixed Methods: Yes = 3 No = 0	Survey Item Development: Validated = 3 Sourced = 2 Face value only = 1 Not described = 0	Outcome Measures: Survey Scales = 3 Survey items self-rated change = 2 Survey Items = 1	VAW Driver and Reinforcer measures: Specific = 3 General = 1.5	Sample Size: Adequate = 3 Inadequate = 0	Sample representative of population: Yes = 3 Somewhat = 1.5 No = 0 Not described = 0	Survey Analysis: Significant difference = 3 Non-significant difference = 2 Descriptive only = 1 (no differences)	Informants are relevant to evaluation question: Yes = 3 Somewhat = 1.5 No = 0	Target groups were able to offer first person accounts: Yes = 3 No = 0	Data analysis offers thick description: Yes = 3 Somewhat = 1.5 No = 0	Are mixed method data integrated? Yes = 3 No = 0	Total Score (from relevant sections)	Total Possible Score	Percentage Score (% of total possible score)	Quality Rating* Strong (75–100%) Moderate (50–74%) Weak (25–49%) Very Weak (0–24%)
1. Tracking Change: Snapshot evaluation findings for The Line campaign 2015 to 2017	0	0	0	3	3	0	2	1.5	1.5	0	1.5	3	3	0	3	21.5	45	47.8%	Mod
2. Respectful Relationships Education In Schools: The Beginnings of Change	0	0	0	0	3	0	2	1.5	0	0	1.5	3	3	1.5	3	18.5	45	41.1%	Mod

3. The Line 2016-17 Evaluation Report: 1 July 2016 to 30 June 2017	1.5	0	0	3	3	0	1.5	1.5	3	0	1.5	3	1.5	0	1.5	21	45	46.7%	Mod
4. The Line — Never Follow Campaign Evaluation Report	0	0	3	3	0	0	1	1.5	0	0	1	NA	NA	NA	NA	9.5	33	28.8%	Weak
5. Doing Nothing Does Harm Campaign Evaluation: Wave 3 Report	0	0	0	0	3	0	2	1.5	3	0	2	3	3	1.5	3	22	45	48.9%	Mod
6. Evaluation of the Endorsed Trainers Pilot Evaluation Report	0	0	0	0	0	NA	NA	NA	NA	NA	NA	3	3	1.5	NA	7.5	24	31.3%	Weak
7. Evaluation of the Our Watch Bystander Training Pilot Project Evaluation Report	0	0	0	0	0	NA	NA	NA	NA	NA	NA	3	3	3	NA	9	24	37.5%	Weak
8. Media making change: Evaluation report of the National Media Engagement Program 2017–2019 Phase 2	0	0	0	0	0	NA	NA	NA	NA	NA	NA	3	3	1.5	NA	7.5	24	31.3%	Weak
9. Changing the Picture — Reflections on resource development and implementation, one year post launch Project Evaluation Report	0	0	0	0	0	0	2	1.5	0	0	1.5	NA	NA	NA	NA	5	33	15.2%	Weak
10. Evaluation of 'Unpacking Violence' — Our Watch Non-Physical Forms of Violence Practitioner Resource Evaluation Report	0	0	0	0	3	2	2	2.25	3	0	2	3	3	3	3	26.25	45	58.3%	Weak

EVALUATION REPORT	Outcome Evaluation Design					Outcome Quantitative Data						Outcome Qualitative Data			Mixed Methods	Overall Rating Score			
	Pre-post Measures: Yes = 3 No = 0	**Follow up Measures:** Yes = 3 No = 0	**Control/ comparison Group:** Yes = 3 No = 0	**Informed by a theory of change:** Yes = 3 No = 0	**Mixed Methods:** Yes = 3 No = 0	**Survey Item Development: Validated = 3 Sourced = 2 Face value only = 1 Not described = 0**	**Outcome Measures:** Survey Scales = 3 Survey items self-rated change = 2 Survey Items = 1	**VAW Driver and Reinforcer measures:** Specific = 3 General = 1.5	**Sample Size:** Adequate = 3 Inadequate = 0	**Sample representative of population:** Yes = 3 Somewhat = 1.5 No = 0 Not described = 0	**Survey Analysis:** Significant difference = 3 Non-significant difference = 2 Descriptive only = 1 (no differences)	**Informants are relevant to evaluation question:** Yes = 3 Somewhat = 1.5 No = 0	**Target groups were able to offer first person accounts:** Yes = 3 No = 0	**Data analysis offers thick description:** Yes = 3 Somewhat = 1.5 No = 0	**Are mixed method data integrated?** Yes = 3 No = 0	**Total Score** (from relevant sections)	**Total Possible Score**	**Percentage Score** (% of total possible score)	**Quality Rating*** Strong (75–100%) Moderate (50–74%) Weak (25–49%) Very Weak (0–24%)
11. Evaluation of the National Respectful Relationships Education Expert Group Evaluation Report	3					8.5						7.5			3	22	45	48.9%	Weak
12. Evaluation of the preventing violence against women and their children in culturally and linguistically diverse communities project	0					NA						7.5			NA	7.5	24	31.3%	Weak
13. The Power of Parents Snapshot Evaluation Report	0					NA						9			NA	9	24	37.5%	Weak

14. Equality and Respect in Sport Summary Cover Report — plus the AFL, FFA, NRL, and RA evaluation reports	0					NA						7.5			NA	7.5	24	31.3%	Weak
15. Evaluation of The Line Practitioner and Educator Resources Evaluation Report	0					5						NA			NA	5	33	15.2%	Very Weak
16. Workplace Equality and Respect Project: Evaluation Report	3					11.25						9			3	26.25	45	58.3%	Mod

*A reminder that the quality rating is for the outcome evaluation data only, and not for the entire evaluation

Appendix 5c: Degree of influence of program on behavioural, gendered driver, and reinforcing factor outcome variables for each evaluation report

KEY — DEGREE OF INFLUENCE RATING

Rating	Definition
I = Indicating positive influence	• Effective or Promising findings **+** Strong or Moderate evidence quality
S = Suggesting positive influence	• Effective or Promising findings **+** Weak or Very Weak evidence quality • Conflicting findings **+** Strong or Moderate evidence quality
N = No positive influence	• Conflicting or Ineffective findings **+** Weak or Very Weak evidence quality • Ineffective findings **+** Strong, Moderate, Weak or Very Weak findings

Table 27: Reading Table 28, case study example

Instructive Case Example:
The Line 2016–2017 Evaluation Report: 1 July 2016 to 30 June 2017 (Report #3)

Program and Evaluation Details (columns 2–5):

This report evaluated The Line program, which was a social marketing campaign (SMC — see footnote), the program targeted its target population (youth) *both directly and indirectly* (through parents), and was evaluated by a non-formative process output and outcome evaluation design.

Degree of influence on Behavioural Variables (columns 6 & 7):

For violence behaviours youth reported **no positive influence** (before the hyphen — **see table key for definition**) but there were no findings for parents (after the hyphen — see footnote explaining the hyphen). For other non-violence behaviours youth reported **indicating positive influence** (before the hyphen — **see table key for definition**) and parents reported no positive influence (after the hyphen).

Degree of Influence on Attitudes and Knowledge Related to the Gendered Drivers of Violence against Women (columns 8–13):

Looking at just 2 examples of findings from this section on gendered drivers of violence against women — findings for *Challenge condoning of violence (column 8)* show both youth (before hyphen) and parents (after hyphen) reported **suggesting positive influence** — findings for *Strengthen positive/equal/respectful relations (column 11)* show youth reported **suggesting positive influence** (before hyphen) and parents reported **indicating positive influence** (after hyphen).

Degree or Influence on Attitudes and Knowledge Related to the Reinforcing Factors of Violence against Women (columns 14–18):

Again looking at just 2 examples of findings from this section on reinforcing factors of violence against women — findings for *Challenge violence as expression of masculinity/male dominance (column 14)* show youth report **indicating positive influence** (before the hyphen) but there were no findings for parents (after the hyphen) — findings for *Prevent exposure to violence and support those affected (column 15)* show youth report **suggesting positive influence** (before the hyphen) and parents report **indicating positive influence** (after the hyphen).

Degree of Influence on General Violence against Women Knowledge (column 19):

There were no results for either the youth or the parents — i.e. no evaluation questions asked about *Non-specific VAW knowledge.*

Table 28: Degree of influence on behaviour, attitude and knowledge

EVALUATION REPORT	PROGRAM	PROGRAM TYPES	GENERAL PUBLIC INFLUENCE — DIRECT, INDIRECT, BOTH	EVALUATION TYPE	Behaviour		Gendered Drivers						Reinforcing Factors					General VAW
					Violence/abuse/harassment behaviour	Other behaviour	Challenge condoning of violence	Promote women's independence	Foster positive identities and challenge gender stereotypes	Strengthen positive/equal/respectful relations	Promote/normalise gender equality	General gendered drivers	Challenge violence as expression of masculinity/male dominance	Prevent exposure to violence and support those affected	Address social norms relating to alcohol (and violence)	Reduce backlash by engaging men in gender equality, building relationship skills and social connections	Promote broader social equality and address discrimination/disadvantage	Non-specific VAW knowledge
1. Tracking Change: Snapshot evaluation findings for The Line campaign 2015 to 2017	The Line	SMC[1]	B	Non-formative, outcome	N*-	S-N#	S-S	I-I	I-S	S-I	S-S			S-	S-I			
2. Respectful Relationships Education In Schools: The Beginnings of Change	Respectful Relationship Education	RRE	B	Non-formative, process, outcome	I-I	I-I	I-	I-	I-	I-	I-	N-	N-	I-	I-	S-		I-I
3. The Line 2016-17 Evaluation Report: 1 July 2016 to 30 June 2017	The Line	SMC	B	Non-formative, process, output, outcome	N*-	I-N	S-S		S-I	S-I	I-I		I-	S-I	N-I	I-		
4. The Line — Never Follow Campaign Evaluation Report	The Line	SMC	D	Non-formative, output, outcome		S	N		N	S		N		N				

5. Doing Nothing Does Harm Campaign Evaluation: Wave 3 Report	Our Watch Bystander Program	SMC, BI	D	Formative, process, output, outcome		I	S		S	S	S			S				
6. Evaluation of the Endorsed Trainers Pilot Evaluation Report	Endorsed Trainers	SCB	I**	Non-formative, process, output, outcome		-S					S-	S-		S-				S-N
7. Evaluation of the Our Watch Bystander Training Pilot Project Evaluation Report	Our Watch Bystander Program	SCB, BI	I	Non-formative, process, output, outcome		N								S				S
8. Media making change: Evaluation report of the National Media Engagement Program 2017–2019 Phase 2	National Media Engagement	SCB	I	Formative, process, output, outcome		S	N				N	N		N		S	N	N
9. Changing the Picture — Reflections on resource development and implementation, one year post launch Project Evaluation Report	Changing the Picture	SCB, RD	I	Formative, process, outcome		S								S			S	
10. Evaluation of 'Unpacking Violence' — Our Watch Non-Physical Forms of Violence Practitioner Resource Evaluation Report	Unpacking the Violence	SCB, RD	I	Formative, process, output, outcome								S						
11. Evaluation of the National Respectful Relationships Education Expert Group Evaluation Report	Respectful Relationships Education	ERG	I	Formative, process, output, outcome		S				S		S						

General VAW	Non-specific VAW knowledge	S			N
Reinforcing Factors	Promote broader social equality and address discrimination/disadvantage				
	Reduce backlash by engaging men in gender equality, building relationship skills and social connections	S			
	Address social norms relating to alcohol (and violence)				
	Prevent exposure to violence and support those affected	S		N	
	Challenge violence as expression of masculinity/male dominance				
Gendered Drivers	General gendered drivers				
	Promote/normalise gender equality	S	S	S	
	Strengthen positive/equal/respectful relations	S			
	Foster positive identities and challenge gender stereotypes				
	Promote women's independence	S			
	Challenge condoning of violence	S			
Behaviour	Other behaviour	S		S	
	Violence/abuse/harassment behaviour				
EVALUATION TYPE		Formative, process, outcome	Non-formative, process, outcome	Formative, process, output	Formative, process
GENERAL PUBLIC INFLUENCE — DIRECT, INDIRECT, BOTH		B***	B****	B***	I
PROGRAM TYPES		CDE, SCB, RD	SMC, RD	ASI, WI, SMC, CDE	RD, SCB
PROGRAM		Preventing VAW&C in CALD Communities	#BecauseWhy	Equality & Respect in Sport	The Line
EVALUATION REPORT		12. Evaluation of the preventing violence against women and their children in culturally and linguistically diverse communities project	13. The Power of Parents Snapshot Evaluation Report	14. Equality and Respect in Sport Summary Cover Report — plus the AFL, FFA, NRL, and RA evaluation reports	15. Evaluation of The Line Practitioner and Educator Resources Evaluation Report

16. Workplace Equality and Respect Project: Evaluation Report	Workplace Equality & Respect	WI, RD, SCB	B***	Formative, process, output, outcome		I				I			I				

[1]SMC — Social marketing campaign; RRE — Respectful relationships education; BI — Bystander intervention; SCB — Sector capacity building; RD — Resource development; ERG — Expert reference group; CDE — Community development/engagement; ASI — All of sport intervention; WI — Workplace intervention

#For programs that targeted both a target population and those that influence the target group, and have outcome findings for both, the influence rating before of the hyphen is for the target group and the rating after the hyphen is for the influencers of the target group

*The negative results, and thus ineffective rating, for these evaluations were noted to be confounded by the fact that increased reports of experiencing relationship/dating/interpersonal violence post-program/campaign may be due to an increase in awareness of these forms of violence.

**The endorsed trainers pilot is a sector capacity building program and, thus, why it was categorised as having indirect influence on the general public. However, it also tested the efficacy of the training their newly qualified trainers delivered. So, there is also some target group evaluation data, denoted by the hyphenated conclusiveness ratings.

***These programs targeted both their target group and the influencers of their target group but only had outcome data from one or the other, thus, there were no hyphenated conclusiveness ratings.

****The Power of Parents (#BecauseWhy) program targeted parents of young children in order to impact their attitudes about gender equality and for them to them influence their children, as such they were considered both the target group (parents) and the influencers of a second target group (their children).

Appendix 6: Desktop Review Findings

In its initial five-year strategic plan, Our Watch identified four streams of work: 1) The Media, 2) Engaging and Educating Individuals and the Community, 3) Work in Settings, and 4) Influencing Policy Development in all levels of Government and Institutions. The review that follows starts with a timeline of seminal publications before using these streams of work as headings to frame and identify Our Watch's approach and method of evidence building.

Seminal Our Watch Publications: a timeline

This section reviews those Our Watch documents identified in the audit phase of the evaluation from its inception. Our Watch has always used a public health primary prevention approach to preventing violence against women and their children, and it continues to underpin their work.

The first action of Our Watch was to conduct extensive community consultations and to commission an evidence review to inform its development. A consultant was engaged to conduct consultations with people at all levels around Australia employed in health promotion, the response sector, research, and other stakeholders involved in responding to, or preventing all forms of family and domestic violence and sexual assault (National Consultations).

A number of seminal documents have been published during Our Watch's seven-year history; a timeline of these are identified and briefly discussed in the section that follows.

2014: Five Year Strategic Plan

In 2014 Our Watch laid out its first strategic plan (First Strategic Plan)[38] that set out its vision, purpose, objectives, values, and strengths. It presents its model for change that both acknowledges the complexity of the problem of violence against women and their children and aims to address the underlying causes of the problem both independently and collaboratively. Drawing on established good practice principles for primary prevention, the plan is built on the ecological model and asserts that the approach will be inclusive of diversity. The Plan sets out five year (medium term) and 20 year (long term) projected activities and outcomes aligned with the medium-term goals. Four areas of influence were identified (these were later referred to as streams). These included promoting public conversations, developing innovative programs, support for organisations, and influencing policies.

The streams are as follows:

- the media;
- engaging and educating individuals and the community;
- work in settings; and,
- influencing policy development in all levels of government and institutions.

2015: Evidence Review

Following a report on the National Consultations and the First Strategic Plan, Our Watch, in conjunction with ANROWS and VicHealth, engaged Kim Webster and Michael Flood to conduct an evidence review, *Framework Foundations 1* (Webster & Flood, 2015). The review, released in 2015, meets the criteria for high quality evidence and informed the development of *Change the Story* (Our Watch, 2015).

38 In 2019 an updated strategic plan for the next five years was released. It lays out Our Watch's achievements from the previous five years, focussing on evidence, policy, and action. Indicators for change are identified with goals focusing on evidence, leadership, action, and policy.

2015: Change the Story

Our Watch developed *Change the Story*, a framework for action to prevent violence against women and their children. The Framework is evidence based, incorporating practise wisdom from the National Consultations and *Framework Foundations 1. Change the Story* is readily available online or in hard copy. A companion to *Change the Story* was also released in 2015, titled *Framework Foundations 2*. it comprised eight independently authored 'think pieces'; papers that cover working with diverse communities, masculinities, intersectionality and methodologies. *Framework Foundations 2* is not available online anymore (although there are still some references to it online) and Our Watch was not able to provide a copy of the document, therefore it has not been reviewed. Nonetheless, it is apparent that Our Watch has continued to develop these areas in later publications. See, for example, *Organisational Strategy to Strengthen our Intersectional Approach 2018–2020*, and *Men in Focus: Unpacking masculinities and engaging men in the prevention of violence against women.*

2016: Toolkit for Practitioners

Following the release of *Change the Story* a *Community Based Prevention of Violence Against Women and Their Children: A Toolkit for Practitioners* was released. It takes a settings-based approach and offers a 'strengths based community development approach, which builds the capacity of the community to plan, implement and evaluate prevention activities under the themes of respectful relationships, gender equality and promotion of nonviolent norms' (Our Watch, 2016, p.6). Although the Toolkit claims to take an intersectional approach and discusses working with diverse communities, intersectionality is not defined or discussed in any detail.

2017: Our Watch, Our Work

In 2017 an Our Watch progress report was published, *Our Watch Our Work: Celebrating our achievements through our work, our partners, and our community.* This document is a key to understanding the scope and focus of Our Watch's work. It introduces Our Watch's vision and purpose and sets out the four streams of work mentioned above and indicators for change in an 'emerging theory of change'[39] The stated vision is 'An Australia where women and their children live free from all forms of violence'. The stated purpose is 'To provide national leadership to prevent all forms of violence against women and their children'. Our Watch positions itself as a 'backbone organisation' with the role of strengthening the success of governments, institutions, organisations, communities and individuals'. This document positions Our Watch for future impact evaluations to monitor progress towards achieving its goals.

Our Watch, Our Work was followed by another series of documents including *Our Watch, Our Impact (2017)*, an internal evaluation report to the Our Watch Board of work over the previous three years. The report demonstrates that Our Watch is reflecting on and monitoring its progress and using the learning from this to continuously improve its practice and support for the field.

2017: Counting on Change

Counting on Change: A guide to prevention monitoring (2017) is jointly written by ANROWS and Our Watch. The stated purpose of the report is to set medium- and short-term measures for change, it is intended for funders, policy makers and others seeking evidence based measures for achieving prevention goals.

2017: How to Change the Story

Putting the prevention of violence against women into practice: How to Change the Story (2017) is handbook developed mainly by Our Watch for practitioners to act as a companion to *Change the Story (2015). How to Change the Story* contains tips for best practice based on the experience of practitioners in Australia, case studies and links to further resources. The handbook focuses on actions that address the drivers of violence against women. It explains that *Change the Story* is about the 'what and why' of

39 A theory of change is a planning methodology that maps out a program's inputs and outputs and how these will lead to achieving desired goals (Smith & Stewart, 2003).

prevention, and the handbook is about the 'how'. The evidence in this resource is practical, based on experience from the field.

2019: Change the Story: Three Years On.

Change the Story Three years on: Reflections on uptake and impact, lessons learned and Our Watch's ongoing work to embed and expand the evidence on prevention (2019) reviews the uptake of and response to *Change the Story* (2015) and asserts that it is a reflection rather than a review. The purpose of this report is to external and organisational factors that impact uptake since *Change the Story* was launched. It also considers Our Watch's own work, and how *Change the Story* has impacted such work.

In the sections that follow, programs under Our Watch's four streams of work are discussed. Where relevant under each of these headings the sub-headings of *evidence review*, *resource development*, *evaluation,* and *knowledge translation* is used to demonstrate and evaluate Our Watch's process.

The Media

The media was identified in the National Plan to Reduce Violence Against Women and Their Children (2010–2021) and its successive action plans as a key site for primary prevention due to its potential influence on public understandings of violence against women. News media has been identified as an important area for primary prevention, as it shapes public discourse by reporting on current events and providing a framework for their interpretation (Flood and Pease, 2009). There is evidence that journalistic choices and how stories are reported can influence attitudes, beliefs, and behaviours (Carll, 2003; Sutherland et al., 2016a). News reporting can also challenge the acceptance of violence against women in society and help facilitate a greater understanding of the issue amongst the broader population.

Our Watch was funded by DSS to deliver the National Media Engagement (NME) program. The first phase (2014–2016) aimed to engage proactively with the media to promote accurate, sensitive, and responsible coverage of violence against women and their children. The second phase (2017–2019) built on previous research and evaluation, including the evaluation of NME Phase One. Phase two aimed to influence attitude and behaviour change through best-practice reporting and building a respectful and gender-equitable news industry.

The direct target audience were journalists (including students) and anyone working in the news media sector. The indirect target audience was the general public with a focus on attitude change.

The final suite of sub-projects, which formulated the broader NME project, consisted of training for student journalists, training for practising journalists, the National Survivor Media Advocacy project (Voices for Change), and capacity building of newsrooms and industry bodies.

Evidence review

Several documents and reports formed the development of phase 1 and phase 2 of the NME program that draw upon high quality evidence (Sutherland et al., 2016a,b; Sutherland et al., 2017).

Sutherland et al. (2017) conducted an evidence review to identify effective approaches or issues to consider when engaging with, and building the capacity of the Australian media, to embed primary prevention as part of their work in reporting on violence against women and their children. They drew upon systematic reviews, peer-reviewed articles, and studies reported in the grey literature from research and evaluation that appears to be rigorous, well designed and builds on previous research. The ANROWS papers aimed to establish a baseline picture of the extent and nature of reporting of violence against women and their children by the Australian media to inform future strategies for change. Primary research was conducted that was well-planned, consisted of qualitative and quantitative approaches and built on existing research. A number of key recommendations were made to help build the capacity of journalists and the media industry more broadly to report on violence against women more accurately and helpfully.

Resource development

The sub-projects that were part of the NME program led to the development of a variety of resources and outputs, which were informed by evidence from the first phase of the program and the reports and research listed above. It is not clear if all of the activities undertaken were piloted before being implemented. A key output from this work was the *Media Making Change* website[40] (launched in 2019) and a variety of practice guides and resources for journalists and media agencies to use in their reporting.

The only clear references to the sub-projects were found in three evaluation documents: the *NME Evaluation Plan 2017–2019*, the *Final Evaluation Plan: Media making change: Evaluation report of the National Media Engagement Program 2017–2019 (Phase 2)* and the *National Media Engagement Project Phase 2 Implementation 2018–2019 — Final Evaluation Report: Technical Appendix A — Evaluation Findings*. The evaluation was internal to Our Watch, formative, and drew on a number of data sources including surveys, stakeholder interviews, and data from workshops and events.

Evaluation

The NME program was evaluated in 2016 by researchers from Melbourne University. At this point the initiative consisted of two main streams of work — the Our Watch awards and media reporting guidelines. The formative evaluation (mentioned above) of phase two was conducted by Our Watch for DSS. A total of 63 recommendations were made to help inform the future of the program and assist its development. It is apparent that some of the recommendations have implications for the reach of the NME and its limitations. Key recommendations are listed below. It is of note that this evaluation was superseded by later internal evaluations.

Develop and implement a strategy to increase the reach and impact of Our Watch's online presence, including the Media Making Change hub and the National Media Guidelines, to strengthen the quality of reporting on violence against women. Reach of available resources was also cited as a challenge from the evaluation of the first phase of the program.

Ensure that the next phase of the NME continues to deepen the focus on intersectionality.

Evidence was limited or inconclusive with regard to some activities (including the responsive training, the newsroom training, and the Media Making Change hub), further monitoring and evaluation required as this part of the program moves forward.

Knowledge translation and Exchange

Limited knowledge translation was conducted via the sharing of evidence reviews and primary research on the Our Watch website. However, a variety of resources were created for capability and capacity building. It is unclear whether findings from the evaluation reports have been shared or translated for knowledge translation purposes. However, a summary of the phase one evaluation was included as an appendix in Sutherland et. al's (2017) paper. No knowledge exchange or feedback loop was found to demonstrate that NME program users had provided feedback to inform ongoing program development.

Work in settings

Sport

Sport is identified as a key setting for primary prevention in Australia's *National Plan to Reduce Violence against Women and their Children 2010–2020* (Commonwealth of Australia, 2010). Our Watch received $1M funding in 2015 from the Australian Government's Sports Grants Bank to conduct the Sports Engagement Program. The aim of the program was to support participating national sporting organisations (NSOs) to implement a whole of sport approach to preventing violence against women by promoting gender equality and respect. Following an application and selection process, the Australian Rugby Union, National Rugby League, Netball Australia, and the Australian Football League took part in the program.

40 https://media.ourwatch.org.au/

Evidence review

RMIT University was engaged to conduct an evidence review of existing primary prevention programs in local, regional, national, and international sports settings. A public version of the evidence review was published under the title *A Team Effort: Preventing violence against women through sport*. Ten key elements of promising practices were identified (Liston, Mortimer, Hamilton, & Cameron, 2017). A detailed, technical version of the evidence review was also provided to Our Watch, although this version does not appear to have been published.

The evidence review included papers and reports that meet the standard for high quality evidence, as well as new and emerging evidence. That is, it includes previous research drawn from systematic reviews, peer reviewed papers, and studies reported in the grey literature from research and evaluation that is rigorous, well designed and builds on previous research.

Program development

No information was found to describe the program implementation process although a dedicated support worker provided individual support to each participating NSO and regular community of practice[41] sessions were held.

Resource development

The final products that are available online represent knowledge translation, and aim to communicate with players, fans, players, members, volunteers, and the wider sports community in Australia about why sports at all levels are important sites for prevention, and for promoting equality and respect. As such they provide good examples of evidence-based knowledge translation.

Evaluation

Separate process and outcome evaluations were conducted for the project and for each of the participating NSOs. No impact evaluation was conducted; however, Our Watch have indicated the possibility of this in future.

Summary

The Sport Engagement Program was based on high quality evidence, developed, and implemented using best, evidence-based practice, evaluated, and developed knowledge translation resources to ensure the learning from the program is available to sports beyond the participating organisations.

Although evidence reviews were conducted for the program and informed its implementation there does not appear to have been any publication beyond the Our Watch Web Site.

Workplaces

The workplace is a key setting for primary prevention (Commonwealth of Australia, 2010). The Report of Royal Commission into Family Violence in Victoria (State of Victoria, 2016) recommended the development of workplace prevention programs. Our Watch was funded by the Victorian Government to develop resources to implement such a program.

Our Watch commissioned RMIT to conduct an evidence review (Powell, Sandy & Findling, 2015). This review draws on high quality evidence and formed the basis of the Workplace Equality and Respect Program (WER). Program materials were developed, and the program was piloted in four sites in Victoria. An action research approach was used (Koshy, 2011) and tools were developed and refined over four key phases, with different learning. Revisions were made to the standards and tools following each phase.

41 A community of practice is made up of people with similar goals who interact with each other regularly to learn how to do it better.

In addition to the four pilot sites 25 other 'stakeholder organisations' were consulted in the pilot stage of the program development. The final product is a suite of five tools and eleven practice guides to support self-administration of the WER Program in individual workplaces.

Evidence review

The program is based on an external evidence review that has drawn on papers and reports that meet the standard for high quality evidence as defined in the Background to this evaluation. That is, they include previous research drawn from systematic reviews, peer reviewed papers, and studies reported in the grey literature from research and evaluation that is rigorous, well designed and builds on previous research.

The evidence draws attention to the importance of addressing the needs of women who may be victims of violence who are in the workplace already, of potential perpetrators of violence, and that sexual harassment may also exist in the workplace.

Resource development

The resources developed for the WER Program go beyond primary prevention that addresses the drivers of violence against women and link response and prevention together in workplace programs. This is justified by the findings of the evidence discussed above. While the focus is on primary prevention, the importance of response is not avoided. The resources were pilot tested and evaluated. The program has been adjusted over time, as new theories and information comes to light.

It is unclear how knowledge translation has been conducted. As the Royal Commission into Family Violence in Victoria recommended that all Government Departments introduce such a program, it may have been implemented, but no evidence of knowledge translation is apparent. No follow up or impact evaluation was found.

Education

The primary focus of Our Watch's work in education settings has been on Respectful Relationships Education. A systematic review of approaches to prevent violence against women and girls in *The Lancet* ascribed school-based activities the highest marker of effectiveness (Ellsberg et al. 2015). Our Watch's work in this space was instigated by the inclusion of Respectful Relationships Education in the Australian Curriculum and parallel announcements from several States and Territories to strengthen their education systems' capacity to prevent gender-based violence.

Our Watch has also led the coordination of the National Respectful Relationships Education Expert Group, which was set up in support of Action 1.3 of the National Plan. The Expert Group aimed to bring together key stakeholders in Respectful Relationships Education including all education departments and relevant peak bodies across Australia to help deliver a coordinated approach. Consequently, Our Watch has focused on developing an accessible and evidence-based program, suite of resources and national implementation strategy to achieve a cohesive and more impactful approach in this setting. The Expert Group was funded by the Myer Foundation.

Evidence Review

In December 2015, Our Watch conducted a rapid review of local and international research and evaluations on Respectful Relationships Education, *Evidence paper: Respectful Relationships Education in Schools* (Gleeson et al., 2015). The approach for this was systematic and based on high quality evidence. The review consolidated both peer-reviewed and grey literature, including meta-analysis and practice reviews of education-based prevention of gender-based violence and child protection initiatives. This resulted in the development of a set of core elements that have informed Our Watch's implementation of the program. *Change the Story* has also contributed to the approach adopted for the Respectful Relationships suite of work to help ensure that evidence-based practice is advocated and adopted. Additionally, it was apparent that a governance structure would need to be adopted that would account

for the complexity of working across different systems and sectors outside of the key aspects required. It is unclear whether this has occurred.

Resource development

A series of resources and practice guides have been developed to help relevant organisations and practitioners to implement Respectful Relationships programs. This includes: *Respectful Relationships Education Toolkit*[42]; and a dedicated series of resources on Our Watch's website to assist with overall understanding and implementation[43]. These resources reflect the evidence generated as part of the foundation evidence/review and ongoing evaluation work that is conducted. Additionally, they are targeted at building the capacity of the sector as a whole.

Pilot testing

A large-scale pilot was implemented in Victoria in 2015 across 19 diverse secondary schools. The pilot was developed in the historical context of several previous initiatives in Victoria, which laid the foundation for this work. The Respectful Relationships in Schools (RREiS) program was evaluated by Our Watch with assistance from two academics from Victorian universities, funded by the Victorian Government. The pilot testing was informed by existing evidence and the evaluation outcomes help to ensure that the evidence base can continue to be built upon.

For the pilot, a unique governance structure was established to account for the complexity of working across different systems and sectors. It was identified that as well as requiring an evidence-based program, a model of working was also needed to develop the education sector more effectively and to support schools during the implementation phase. Adopting a whole of school approach was strongly advocated. As a result, a Manager of Policy and Projects, Children and Young People was appointed to oversee the work.

Evaluation

Evaluation is incorporated into the delivery of the Respectful Relationships Education work. This includes an evaluation of the pilot work, *Respectful Relationships in Schools: The beginnings of change. Final evaluation report* (Kearney et al., 2016) and an evaluation of the establishment and coordination of the National Respectful Relationships Education Expert Group (NREEG). The evaluation work has generally been more process and outcome orientated, but with some short-term impacts demonstrated via attitudinal change. Recommendations were made for longer funding cycles to help assist with the ongoing implementation of the work and to build in the opportunity for more longitudinal research to be conducted. There do not appear to be any evaluations undertaken outside of these two, so it is unclear in what capacity Our Watch's work in this area is continuing.

Knowledge translation and Exchange

It is apparent that knowledge translation is happening to some extent because there are a wide variety of resources available on Our Watch's website to help guide practice and assist relevant industry representatives. This includes a section of the website dedicated to this approach with evidence, learnings and practice guides made available for others to draw from. However, it is less clear how key learnings identified in the evaluation of the pilot work and work of the NREEG have been incorporated into practice and what ongoing initiatives or programs are happening in this area. Furthermore, the evaluation of the NREEG is not available online making it challenging to ascertain whether this can have any influence outside of Our Watch.

42 https://media-cdn.ourwatch.org.au/wp-content/uploads/sites/2/2019/11/24235934/Respectful-relationships-education-full-toolkit.pdf

43 https://education.ourwatch.org.au/tools-and-resources/

Local Government

A recent development in the work of Our Watch is in the introduction of primary prevention into local government. An action research project was conducted and reported on by ANROWS in five local government areas across Australia to provide evidence and inform the development of a toolkit (Ninnes & Koens, 2019). The toolkit appears to have been developed by Our Watch and is available online[44]. No other information concerning this program was found.

Engaging and educating individuals in the community

In line with their stream of work to engage individuals on the community, Our Watch introduced a series of online tools and social marketing campaigns. These targeted people from various groups in the community and aimed to communicate about primary prevention strategies. These campaigns include *The Line*, *No Excuse for Abuse*, *Doing Nothing Does Harm*, *Unpacking Violence*, *#BecauseWhy* and associated Practitioner Training. Each of these programs is discussed below.

The evidence/pilot testing/evaluation/launch process seen in the development of programs in settings detailed above is not apparent in the programs reviewed in this section. This may be because the approach here is to develop online education programs which requires the involvement of media companies. However, evidence reviews, and evaluations were carried out to inform the actual program development.

The Line (teenagers and young adults)

The Line was originally developed and delivered by the Federal Government. In 2013 the initiative became part of Our Watch's work and was funded by DSS. *The Line* is Australia's long-term social marketing initiative for young people, aimed at supporting them to develop healthy, respectful, and equal peer and intimate relationships. *The Line's* long-term goal is to prevent violence against women and their children by addressing the gendered drivers of violence outlined in *Change the Story*. It is primarily delivered online and the website includes content and resources.

In 2018, *The Line* evolved to include a new component called the *Never Follow* campaign, which added new content to specifically engage Aboriginal and Torres Strait Islander and migrant and refugee young men. This was funded by DSS under the Third Action Plan (Commonwealth of Australia, 2016) alongside the development of a suite of new practitioner and educator resources. The objective of the resources is to increase the impact of *The Line* campaign by equipping practitioners and educators with content that would directly inform and strengthen their practice.

Evidence review

The evidence *The Line* was originally based on was not available for this review as it was commissioned by the Federal Government prior to Our Watch taking over the program. Our Watch has since carried out regular formative evaluation to inform the implementation of the campaign. This includes *Tracking Change: Snapshot evaluation findings for The Line campaign 2015–2017* (Kantar Public, 2017), *The Line 2016–2017 evaluation report*, and *The Line — Never Follow campaign report 2019*. It is apparent that the evidence generated via the evaluation findings is incorporated into the ongoing implementation and delivery of *The Line*.

To ensure that *The Line* continued to be informed by evidence a Senior Policy Adviser, Young People was appointed and was responsible for ensuring that the program remained current and evidence based. There is no way of observing or understanding what the outputs for this have been and what criteria 'evidence' is measured against for inclusion. A Senior Research and Evaluation Advisor was also appointed to help align *The Line* with *Change the Story*, which is the framework that the campaign and approach was built on.

44 https://handbook.ourwatch.org.au/localgovtoolkit/

As mentioned above, *The Line — Never Follow* was developed in 2018 to target Aboriginal and Torres Strait Islander and migrant and refugee young men. The content and approach for this work was informed by research that was undertaken by a marketing agency, therefore it is unclear the extent to which this is founded on a peer-reviewed evidence base that includes high quality evidence as outlined in the literature review, particularly as it relates to social marketing approaches to engage this cohort.

Resource development

The Line program and resource development has been informed by ongoing evaluation and evidence as it relates to process and outcome measures of the initiative. The resources specifically developed for *The Line* are a suite of materials aimed at practitioners and educators, whilst the need for these resources was identified in evaluation work it is less clear whether the content of these was based on existing evidence. An evaluation of the use and uptake of these resources was also conducted by a private consulting firm, First Person Consulting: *Evaluation of The Line Practitioner and Educator Resources*.

Pilot testing

Concept testing was carried out in focus groups prior to the program implementation and feedback generated was then incorporated to ensure that the content and imagery was appropriate and resonated with target groups.

Evaluation

Evaluation is incorporated into the delivery of *The Line* and was carried by market research companies including Kantar Public and Urbis. The general approach across each year has been to measure exposure, attitudes, and behaviour to test the output and outcome impacts of the campaign. However, no longer term follow up to measure change over time was apparent. Consequently, it is difficult to ascertain longer term impact. Generally, the evaluation outcomes have demonstrated the positive influence of the campaign on target attitudes and behaviours and it is apparent that recommendations have been incorporated into the iterative development of the initiative. Evaluations conducted between 2015 and 2017 generally showed that *The Line* was failing to engage and connect as impactfully with diverse population groups, which became a key priority in the re-development of campaign content and approach in 2018.

In the evaluation of the practitioner and educator resources it was highlighted that work is required to help ensure that there is broad coverage and uptake of the resources on the website. A key challenge that emerged during this process was having the internal resources available to continue managing and updating resources, which is largely dependent on securing continued or further funding. Another issue was how the resources were presented on Our Watch's website to help foster people's engagement; recommendations were made for how this can be improved and more effectively organised.

Non-physical forms of violence: evidence review

Our Watch commissioned research organisation Kantar Public to survey Australian people over the age of 16 to understand different bystander situations and how bystanders can be supported to take action against sexism, gender discrimination and inequality. A diverse sample of 1200 people responded to an online survey. This research appears to have informed the development of *Doing Nothing Does Harm* bystander program, *No Excuse for Abuse* and Unpacking Violence (discussed below).

No Excuse for Abuse (young adults)

Based on the findings from the Kantar Public survey the *No Excuse for Abuse* social marketing program was developed. It aimed to raise awareness and recognition of non-physical forms of violence in relationships, increase knowledge and understanding of the harms of non-physical violence, and increase the belief that non-physical violence is serious and inexcusable. The campaign was delivered via social media and advertising and consists of videos, resources, and online educational material. It aimed to reach young adults between the ages of 20 and 30 years and was launched in 2018 for an eight-month

period. It is still available on YouTube and the Our Watch web site[45]. The program was funded by DSS and cost around $445,000.

As this was a social marketing campaign, development was outsourced to specialists in consultation with Our Watch and based on the evidence review. All the material gleaned about the development of this program for the review is from the evaluation report from Urbis, and from viewing the videos on YouTube and Our Watch's web site, therefore, in this section only the findings of the evaluation are discussed.

Evaluation

Urbis reported that the *No Excuse for Abuse* campaign reached an audience of 11,139,655 across Facebook, Instagram, and digital platforms Amobee and InMobi, well above the planned reach of 5,786,128. Google Analytics data indicates that the *No Excuse for Abuse* website engaged 101,259 visitors, of which approximately 10% were return visitors. The claim that the reach was over eleven million appears to be potential audience rather than actual audience based on 'visitor' numbers.

The campaign was assessed as having performed well in terms of reach and usability of content and it reached the target audience. The evaluation recommended that Our Watch should consider strengthening how it communicates about non-physical abuse by providing information that reflects greater diversity, parent–child / child–parent abuse (including elder abuse) and abuse towards women in LGBTIQ+ relationships. No outcome or impact evaluation was found.

Doing Nothing Does Harm (Bystanders)

Based on the Kantar Public research, Our Watch was funded by DSS to conduct the *Doing Nothing Does Harm* online social marketing campaign that aimed to equip and empower bystanders to gender based violence to take action. The campaign ran for eight months to June 2019, was developed in two segments, and targeted accordingly. First, it targeted people who believed it was not their place to take bystander action (the Not My Place segment), and second, individuals who wanted to take action but lacked the skills to act (the Worried and Report segment). A series of interactive videos were developed and made available online in YouTube and TV ads during the campaign. The campaign was in line with Our Watch's brief to influence the public conversation in Australia about the prevention of violence against women and their children.

Bystander Training was also conducted for practitioners to complement the *Doing Nothing Does Harm* Campaign. The training was piloted with four groups in Queensland, Tasmania, and NSW, including prevention practitioners, educators working in schools and individuals working in sporting organisations. A fifth pilot was run in WA in 2019 after the campaign ended. Eighty-five people participated in the training overall.

Evaluation

The campaign was evaluated by Urbis, which reported that the YouTube vignettes were viewed over 1 million times with views that lasted for longer than 30 seconds ('true views'). It achieved 21% awareness among 25 to 35-year-olds. The evaluation reported a discrepancy between campaign reach and campaign awareness, and a lack of awareness about the Our Watch brand, however, it also notes some problems with timing and that the campaign was delivered over a relatively short time frame.

Unpacking Violence (Practitioners' resource) and Training

Unpacking Violence was designed by Our Watch and funded by DSS to accompany the *No Excuse for Abuse* social marketing campaign. No specific evidence review was found for this program, and as it is intended to accompany *No Excuse for Abuse* it appears to draw on the evidence about community attitudes found in the survey conducted by Kantar Public for that program.

45 https://www.noexcuseforabuse.org.au/

This online resource was developed in 2019, it is also available in hard copy. The resource aims to build capacity among prevention practitioners to understand and communicate how the gendered drivers of violence against women can lead to non-physical forms of violence. According to the formative evaluation conducted by First Person Consulting (which is the primary source of information about this program) the resource consists of practitioner guidance notes, seven stories representing a range of non-physical forms of abuse, and questions and prompts for each story. The resource was not available for the review although four of these stories were found online covering elder abuse, technology and stalking, locker room talk and safe spaces.

Evaluation

First Person Consulting carried out a formative evaluation of the program while it was being developed; a mixed-methods (qualitative and quantitative) approach was used. A follow up survey was sent to 19 participants, two practitioners attended a focus group and staff involved in developing the resource were interviewed. Findings appear to be based on developers' satisfaction with the resulting program, there is no evidence that the resources were pilot tested or evaluated in the field. Feedback suggested that the process could have been strengthened by increased consultation and piloting the resources with practitioners in the field.

Knowledge translation and exchange

It is apparent that knowledge translation occurs at an Our Watch internal level as programs are consistently evaluated. However, it is unclear whether insights and learnings are made available or actively promoted to practitioners in the field and/or organisations. Evaluations tend to be developmental, formative or in terms of metrics, and no outcome or impact evaluations were found to better understand the extent to which programs achieved goals concerning attitude and behaviour change. No evaluations were found with people who engaged with the social marketing campaigns or the practitioner resources to understand outcomes or impact in terms of attitude and intended behaviour change. The approach to building evaluation into the campaign used for The Line (discussed above) would overcome this gap in learning.

#BecauseWhy (Parents, young children)

As part of Our Watch's suite of initiatives targeting specific population groups the *#BecauseWhy* campaign was created. The approach was funded by MIMCO, which has funded Our Watch work targeting early childhood, primary prevention strategies. The *#BecauseWhy* campaign was developed to support parents with young children (aged up to 5 years) to challenge gender stereotypes that can limit children's opportunities and freedom. Stopping the reinforcement of existing gender stereotypes to promote more gender equitable relations is focused on gender inequality as a key driver of violence against women, outlined in *Change the Story*. The campaign involves a suite of digital resources including a website, short films, online articles, and a question-and-answer page. The promotional strategy encompassed online advertising as well as social media and influencer marketing.

Evidence review

In 2017 Our Watch conducted a survey of parents with children aged 0–3 years, which focused on their perceptions of gender equality and violence against women and whether they believe that gender had an impact on their children. No evidence review was conducted to inform the development of the survey despite extensive research being available on this subject. In 2018 Our Watch released the findings of their survey which informed the development of the *#BecauseWhy* campaign. The paper is titled *Challenging gender stereotypes in the early years: the power of parents* (Our Watch, 2018). This approach appears to take a different approach to other evidence informed programs and does not meet the criteria for best practices from a public health standpoint.

Resource development

#BecauseWhy consists primarily of a campaign website that contains the resources and activities that make up the program. Interested parents can access and use these resources. It is unclear exactly how these resources were developed and what evidence beyond the Our Watch survey was used to inform them. This does not appear to be outlined in any of the campaign description materials or in an evaluation that was conducted.

Pilot testing

Like to the development of the resources, it is unclear if the campaign was pilot tested prior to launch. There is no evidence of this in the materials we have access to.

Evaluation

An evaluation was carried out in 2018 by RMIT University, the report is titled *The power of parents: snapshot evaluation report*. The approach used was a 'snapshot' evaluation, although a definition of this is not explained in the report. A snapshot evaluation is defined online as an assessment of the details for a specific domain at the moment the evaluation is conducted. A qualitative approach was used, and three focus groups were conducted with eleven parents (eight mothers and three fathers) to test their reactions to, and perspectives of, the campaign website and materials. As a snapshot, the evaluation gathered feedback on what a small sample of parents thought about the campaign rather than details about its effectiveness.

Knowledge translation and exchange

It is unclear whether any knowledge translation has occurred, for example, whether insights generated through the research and evaluation were incorporated into practice. The evidence paper and snapshot report are both available on the Our Watch website, which means this might contribute to future practice, however it is uncertain how much these are promoted or engaged with. However, the snapshot nature of the evaluation suggests that feedback from resource users would add value to the campaign overall.

Influencing policy development in all levels of government and institutions.

Our Watch has contributed to this stream of work by working to influence national and state policies through making submissions to public hearings and Royal Commission. It has also influenced the development of iterations of the National Plan to Prevent Violence against Women and their Children and individual state and territory plans. Our Watch has also contributed a body of work to influence policy development across a range of inquiries and hearings at various levels. A selection of these are discussed below.

Submissions to public hearings

It is apparent that Our Watch has actively made representation to public hearings, royal commissions, and the like since its inception. The submissions identified in the audit are listed.

- 2014: Submission to the Australian curriculum review
- 2014: Submission to the Special Taskforce on Domestic and Family Violence in Queensland
- 2014: Submission to the Senate Inquiry into Domestic Violence in Australia
- 2015: Submission to the South Australian Inquiry into Domestic and Family Violence
- 2015: Submission to Victoria's Royal Commission Into Family Violence (two parts)
- 2018: Submission to the NT Domestic, Family & Sexual Violence Reduction Framework 2018–2028
- 2019: Submission to Inquiry into Australia's Family Law System
- 2019: Submission to Free and Equal National Conversation on Human Rights
- 2019: Submission to the National Inquiry into Sexual Harassment in Australian Workplaces

- 2019: Submission to the Royal Commission into Aged Care Quality and Safety
- 2019: Submission to the AANA Code OF Ethics Review
- 2019: Submission to Inquiry into Gender Responsive Budgeting
- 2020: Submission ON Religious Freedom Bills — Second Exposure Drafts

Other policy or strategy documents

Because of the scale of the problem of violence against women, Our Watch's brief from the outset has been preventing violence against women and their children. As the matter has become part of the national conversation it has become apparent that intimate partner violence, non-physical forms of violence, sexual assault, and stalking in its myriad of forms are not simply a gendered issue. In part this comes from the introduction of intersectionality into addressing the complexities of gendered violence and also from communities that recognise physical and sexual violence as occurring beyond a simple gender binary, for example (but not limited to) in same sex relationships and between disabled people and carers. To better understand how the complexities of these kinds of violence play out, Our Watch has started to address these issues with a series of strategy and policy documents.

Our Watch Intersectionality strategy

Our Watch's has worked on an intersectionality strategy (Our Watch, 2018). The strategy was developed in house and implemented for staff between 2018–2020 and monitored by an intersectionality working group, although the process for implementation is not mentioned. An evaluation of the strategy was planned for 2020. Our Watch has also started to address intersectionality in its prevention work.

Primary prevention of family violence against people from LGBTQI+ communities

This report was commissioned by the Victorian Government and produced by Our Watch in partnership with La Trobe University (Our Watch, 2017e). This report distils existing international and national evidence pertaining to family violence against LGBTIQ+ people. It includes a review of research on the broader determinants of violence against LGBTIQ+ people and argues that rates of family violence against LGBTIQ+ people is as high as, if not higher than, family violence against heterosexual, cis-gendered women and their children. The report takes the position that violence is often fuelled by issues of power and control and identifies the commonalities between the drivers of violence against heterosexual women and their children and in LGBTIQ+ relationships. It argues that gender norms and structures operate in similar ways to create inequalities and identifies ten principles for good practice working with LGBTIQ+ people.

Men in Focus: Unpacking masculinities and engaging men in the prevention of violence against women

In 2019 the above evidence review was published by Our Watch (2019). The paper draws attention to the ecological model for primary prevention and calls for work with men to operate at every level of the social ecology. The report argues that masculinity is multiple and situational and calls for an intersectional approach to be employed to understand the differences between men and how these differences shape some men's violence against women. It also draws attention to the limitations of essentialist, binary approaches that can impede prevention efforts that challenge gender norms, structures, and practices.

This comprehensive evidence review on masculinities and the prevention of violence against women identifies considerations for policy makers and practitioners.

Changing the Picture: A national resource to support the prevention of violence against Aboriginal and Torres Strait Islander women and their children

Changing the Picture was developed in 2018, in consultation with an Aboriginal and Torres Strait Islander Advisory Group. Our Watch developed a background paper to inform and support the development of the *Changing the Picture* resource. The Advisory Group provided guidance, advice, and expertise to Our

Watch to ensure the voices of Aboriginal and Torres Strait Islander men were also heard in acknowledgement of their importance in preventing violence against women. The background paper provided the evidence, analysis and conceptual approach that underpins the resource and supports the approach to prevention. An explanatory model is presented to explain three underlying and intersecting drivers of violence against Aboriginal and Torres Strait Islander women. It also provides a rationale for *Changing the Picture*, and is directed towards researchers, policy makers, program designers and anyone else wishing to develop an in-depth understanding of the research, literature, and practice evidence about violence against Aboriginal and Torres Strait Islander women.

Following the development of the background paper the *Changing the Picture* resource was also developed in 2018 to guide Our Watch's work with Aboriginal and Torres Strait Islander people as well as other organisations working to prevent violence against women. Prevention actions identify the gendered drivers of violence against Aboriginal and Torres Strait Islander women and call for the legacies and impacts of colonisation to be addressed. The resource calls for all work with Aboriginal and Torres Strait Islander women to be underpinned by the principles of:

- self-determination: community ownership, control, and leadership;
- cultural safety;
- trauma-informed practice and practitioner self-care;
- healing focussed;
- holistic;
- prioritising and strengthening culture;
- using strengths-based and community strengthening approaches;
- adapting to different community, demographic and geographic contexts;
- addressing intersectional discrimination; and
- non-Indigenous organisations working as allies in culturally safe ways.

The development launch and training for staff and practitioners of *Changing the Picture* was externally evaluated in 2019 for DSS. The evaluation findings were positive; the report identified that the leadership of Aboriginal and Torres Strait Islander people and organisations was prioritised, that awareness raising forums were held, the target audience was achieved, and that the resource is intersectional and culturally appropriate. There were calls for the resource to be simplified and more practical. The evaluation notes that it relied strongly on secondary data collected by Our Watch, which was difficult to analyse and had notable gaps.

Appendix 7: Academic literature citing Our Watch publications

Table 29: Our Watch publication citations from academic sources

YEAR	ORIGIN	CITATION
2016	AUS	McKibbin, G. (2016). 'I knew it was wrong but I couldn't stop it': young people talk about the prevention of sexually abusive behaviour http://hdl.handle.net/11343/129430
2017	AUS	Dobia, B. (2017). Inner West Council Respectful Relationships Education Project Scoping Study: Final Report 26 March 2017.
2017	Spain	Esperesate Pajaras M. (2017). Prevención de la violencia de género en adolescentes. Bases para una intervención. Universidad de Valladolid.
2017	Australia	Humphreys, C. & Campo, M. (2017). Fathers Who Use Violence Options for Safe Practice Where there is Ongoing Contact with Children. Australian Institute of Family Studies
2017	Australia	Menssink, J. (2017). Objectification and coping in relation to sexual harassment among women. Doctor of Psychology. Deakin University
2017	AUS/ Portugal	Pierobom de Ávila, Thiago. (2017). Políticas públicas de prevenção primária à violência contra a mulher: lições da experiência australiana. Revista Gênero, 17(2). https://doi.org/10.22409/rg.v17i2.944
2017	Australia	Taket, A. R., & Crisp, B. (2018). Eliminating gender based violence. Routledge.
2018	Australia	Campbell, H., Chinnery, S. (2018). What Works? Preventing & Responding to Sexual Harassment in the Workplace A Rapid Review of Evidence. CARE Australia.
2018	Netherlands	Edvardsdottir, L.R. (2018). Promoting a Child Safe Culture in Institutions A review on the relationship between hegemonic masculinity and institutional child sexual abuse in Australia. Utrecht University.
2018	Australia	Flood, M. (2018). Working Together With Men: Final evaluation report. Melbourne: HealthWest Partnership
2018	Australia	O'Brien, K. S., Forrest, W., Greenlees, I., Rhind, D., Jowett, S., Pinsky, I., Espelt, A., Bosque-Prous, M., Sonderlund, A. L., Vergani, M., & Iqbal, M. (2018, 2018/04/01/). Alcohol consumption, masculinity, and alcohol-related violence and anti-social behaviour in sportspeople. Journal of Science and Medicine in Sport, 21(4), 335–341. https://doi.org/https://doi.org/10.1016/j.jsams.2017.06.019
2018	Australia	Powell, Anastasia, & Webster, Kim. (2018). Cultures of gendered violence: An integrative review of measures of attitudinal support for violence against women. Australian & New Zealand Journal of Criminology, 51(1), 40–57. https://doi.org/10.1177/0004865816675669

YEAR	ORIGIN	CITATION
2018	Australia	Radermacher, Harriet, Toh, Ying Li, Western, Deborah, Coles, Jan, Goeman, Dianne, & Lowthian, Judy. (2018). Staff conceptualisations of elder abuse in residential aged care: A rapid review. Australasian Journal on Ageing, 37(4), 254–267. https://doi.org/10.1111/ajag.12565
2018	Australia	Scrine, E. (2018). Music therapy as an anti-oppressive practice: critically exploring gender and power with young people in school http://hdl.handle.net/11343/225677
2018	Australia	Taket, Ann R. and Crisp, Beth R. 2018, Power, progress and pink pussy hats: rising resistance. In Taket, Ann R. and Crisp, Beth R. (ed), Eliminating gender-based violence, Routledge, Abingdon, Eng., pp.163–175.
2019	Australia	Flood, M. (2019). Engaging Men and Boys in Violence Prevention (1st ed. 2019.).
2019	Australia	Blagg H., Anthony T. (2019) Carceral Feminism: Saving Indigenous Women from Indigenous Men. In: Decolonising Criminology. Critical Criminological Perspectives. Palgrave Macmillan, London. https://doi.org/10.1057/978-1-137-53247-3_9
2019	Portugal	Carneiro, N. (2019). Social support and intimate partner violence in Europe: looking at individual and community influences. Tese de Doutoramento em Saúde Pública apresentada à Faculdade de Medicina da Universidade do Porto.
2019	Australia	Dobia, B. (2019). 'Every client has a trauma history': Teaching respectful relationships to marginalised youth. An evaluation of NAPCAN's Respectful Relationships Program Northern Territory 2017–2018. Penrith NSW: Western Sydney University. https://doi.org/10.26183/5d19b38f9960d
2019	Australia	Guggisberg, Marika. (2019). Aboriginal Women's Experiences With Intimate Partner Sexual Violence and The Dangerous Lives They Live As a Result of Victimization. Journal of Aggression, Maltreatment & Trauma, 28(2), 186–204. https://doi.org/10.1080/10926771.2018.1508106
2019	Australia	Kutin, J. (2019). Exploring how economic abuse manifests in young adult relationships. PhD Thesis. RMIT University.
2019	Multi	Ligiero, D., Hart, C., Fulu, E., Thomas, A., Radford, L. (2019). What works to prevent sexual violence against children? Evidence Review. Together for Girls
2019	Australia	McKibbin, Gemma, Halfpenny, Nick, & Humphreys, Cathy. (2019). Respecting Sexual Safety: A Program to Prevent Sexual Exploitation and Harmful Sexual Behaviour in Out-of-Home Care. Australian Social Work, 1–11. https://doi.org/10.1080/0312407X.2019.1597910
2019	Australia	McVey, Laura, & Harrison, Paul. (2019). This Girl Can('t): A Risk of Subjectification and Self-Surveillance in Sport England's Behavioral Change Campaign. Leisure Sciences, 1–24. https://doi.org/10.1080/01490400.2018.1519472
2019	Australia	Nally, Taylor, Taket, Ann, & Graham, Melissa. (2019). Exploring the use of resources to support gender equality in Australian workplaces. Health Promotion Journal of Australia, 30(3), 359–370. https://doi.org/10.1002/hpja.227

YEAR	ORIGIN	CITATION
2019	Australia	Pease, B. (2019). Facing patriarchy : from a violent gender order to a culture of peace.
2019	Australia	Quadara, A. (2019). Child Sexual Abuse Prevention Strategies for Population-Level Change: Challenges and Future Directions. In B. Lonne, D. Scott, D. Higgins, & T. I. Herrenkohl (Eds.), Re-Visioning Public Health Approaches for Protecting Children (pp. 145–163). Springer International Publishing. https://doi.org/10.1007/978-3-030-05858-6_10
2019	Australia	Rathus, Zoe, Jeffries, Samantha, Menih, Helena, & Field, Rachael. (2019). 'It's Like Standing on a Beach, Holding Your Children's Hands, and Having a Tsunami Just Coming Towards You': Intimate Partner Violence and "Expert" Assessments in Australian Family Law. Victims & Offenders, 14(4), 408–440. https://doi.org/10.1080/15564886.2019.1580646
2019	Australia	Ryan, T. (2019). This Black Body Is Not Yours for the Taking. In B. Fileborn & R. Loney-Howes (Eds.), #MeToo and the Politics of Social Change (pp. 117–132). Springer International Publishing. https://doi.org/10.1007/978-3-030-15213-0_8
2019	Australia	Sutherland, Georgina, Easteal, Patricia, Holland, Kate, & Vaughan, Cathy. (2019). Mediated representations of violence against women in the mainstream news in Australia. BMC Public Health, 19(1), 502–502. https://doi.org/10.1186/s12889-019-6793-2
2019	Australia	Taft, A., Wilson, I., Laslett, A.-M., & Kuntsche, S. (2019). Pathways to responding and preventing alcohol-related violence against women: why a gendered approach matters. Australian and New Zealand Journal of Public Health, 43(6), 516–518. https://doi.org/https://doi.org/10.1111/1753-6405.12943
2019	Australia	Tarzia, Laura, Wellington, Molly, Marino, Jennifer, & Hegarty, Kelsey. (2019). 'A Huge, Hidden Problem': Australian Health Practitioners' Views and Understandings of Reproductive Coercion. Qualitative Health Research, 29(10), 1395–1407. https://doi.org/10.1177/1049732318819839
2019	Australia	Togni, S. (2019). Uti Kulintjaku Watiku Project 2019 Evaluation Report, Report, viewed 05 February 2021, https://www.nintione.com.au/?p=16611.
2019	Australia	Webster, K., Vaughan, C., Yasmin, R., Diemer, K., Honey, N., Mickle, J., Morgan, J., Parkes, A., Politoff, V., POWELL, A., Stubbs, J. & Ward, A. (2019). Attitudes Towards Violence Against Women and Gender Equality Among People from Non-English speaking Countries: Findings from the 2017 National Community Attitudes Towards Violence Against Women Survey (NCAS). Australia's National Research Organisation for Women's Safety.
2020	Australia	Alderton, Amanda, Henry, Nicola, Foster, Sarah, & Badland, Hannah. (2020). Examining the relationship between urban liveability and gender-based violence: A systematic review. Health & Place, 64, 102365–22. https://doi.org/10.1016/j.healthplace.2020.102365
2020	USA	Allen, C.T. and Gidycz, C.A. (2020). Sexual Violence Prevention with Young Adult Males. In The Wiley Handbook of What Works with Sexual Offenders (eds J. Proulx, F. Cortoni, L.A. Craig and E.J. Letourneau). https://doi.org/10.1002/9781119439325.ch28

YEAR	ORIGIN	CITATION
2020	Australia	Cowan, Christine, El-Hage, Nicole, Green, Jacqueline, Rice, Louise, Young, Lindi, & Whiteside, Mary. (2020). Investigating the Readiness of Hospital Social Workers to Respond to Domestic and Family Violence. Australian Social Work, 73(3), 357–367. https://doi.org/10.1080/0312407X.2019.1675735
2020	Australia	Curthoys, A. (2020) Family Violence and Colonisation, Australian Historical Studies, 51:2, 146–164. https://doi.org/10.1080/1031461X.2020.1733033
2020	Canada	Dozois, E., & Wells, L. (2020). Changing Contexts: A Framework for Engaging Male-Oriented Settings in Gender Equality and Violence Prevention — Practitioners' Guide. http://hdl.handle.net/1880/111885
2020	Australia	Farhall, K. (2020). Towards an integrated theoretical framework for understanding women, work and violence in non-metropolitan contexts. Journal of Rural Studies, 76, 96–110. https://doi.org/10.1016/j.jrurstud.2020.04.034
2020	Australia	Koleth, M., Serova, N., & Trojanowska, B. K. (2020). Prevention and safer pathways to services for migrant and refugee communities: Ten research insights from the Culturally and Linguistically Diverse Projects with Action Research (CALD PAR) initiative (ANROWS Insights, 01/2020). Sydney, NSW: ANROWS.
2020	Australia	Markham, F., Smith, D. & Morphy, F. (2020). Indigenous Australians and the COVID-19 crisis: perspectives on public policy, Topical Issue no. 1/2020, Centre for Aboriginal Economic Policy Research, Australian National University, Canberra. https://doi.org/10.25911/5e8702ec1fba2
2020	Australia	McKibbin, Gemma, & Humphreys, Cathy. (2020). Future directions in child sexual abuse prevention: An Australian perspective. Child Abuse & Neglect, 105, 104422–104428. https://doi.org/10.1016/j.chiabu.2020.104422
2020	Australia	McKinley, A. (2020). Chapter Seventeen — Vulnerability to fatal violence: Child sexual abuse victims as homicide participants in Australia. In I. Bryce & W. Petherick (Eds.), Child Sexual Abuse (pp. 351–372). Academic Press. https://doi.org/https://doi.org/10.1016/B978-0-12-819434-8.00017-9
2020	Australia	Orr, Carol, Fisher, Colleen M, Glauert, Rebecca, Preen, David B, O'Donnell, Melissa, & Ed, Dip. (2020). A Demographic Profile of Mothers and Their Children Who Are Victims of Family and Domestic Violence: Using Linked Police and Hospital Admissions Data. Journal of Interpersonal Violence, 886260520916272–886260520916272. https://doi.org/10.1177/0886260520916272
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Appendix 8: Concept Mapping — Cluster and Statements

		MEAN RATING FOR	
		Value	Engagement
Statement no.	**All-ideas**	**3.36**	**3.05**
1. Providing leading-practice primary prevention frameworks		**4.06**	**3.76**
10	Our Watch provide access to a depth of information knowledge and research that really helps when educating others about violence against women and children	4.60	4.29
21	Our Watch provide access to a depth of information, knowledge and research that really helps when educating others about the breadth of the issues of gender equality	4.60	4.31
13	Our Watch's primary prevention framework provides an evidence-based framework to help build the prevention workforce and the capacity of our partners	4.53	3.92
35	Our Watch provides an authoritative framework for thinking about and communicating about primary prevention	4.53	4.29
69	They have provided insights into primary prevention	4.47	4.21
28	Our Watch has supported us with a strong and robust evidence base	4.44	4.31
60	We refer to Our Watch primary prevention frameworks to support a commonly agreed direction for primary prevention work	4.38	3.71
44	Our Watch frameworks provide a shared language for our engagement with sector partners	4.33	3.85
20	Knowing Our Watch exist creates less stress in researching and affirming the need	4.29	4.08
5	The Our Watch primary prevention framework underpins our primary prevention work	4.20	3.93
9	I use Our Watch research and frameworks to give legitimacy to my feedback when advocating on policies and action plans	4.20	3.79
33	The Our Watch champions/advocates provide clear evidence-based information and messaging to the community	4.13	3.77

		MEAN RATING FOR	
		Value	Engagement
18	The primary prevention framework underpins our systems advocacy work	4.00	3.62
64	They have provided insights into intersectionality	3.75	3.50
29	We use Our Watch resources to contextualize our advocacy work to members, funders, etc	3.71	3.77
22	Our Watch is a source of information on all things to do with domestic and family violence	3.67	3.57
14	Our Watch resource informs the primary prevention work that we do when developing projects to reduce violence experienced by Aboriginal and Torres Strait Islander Women	3.21	2.92
27	Our Watch resource informs the primary prevention work that we do when developing resources to reduce violence experienced by Aboriginal and Torres Strait Islander Women	3.21	3.00
46	We have used the work of Our Watch to guide the development of a violence prevention community of practice	2.64	2.62
2. Resources to support primary prevention activities		**3.66**	**3.54**
39	Our Watch makes resources available online	4.63	4.57
11	Our Watch provide a shared framework and tools to progress and communicate about preventing violence against women	4.53	4.36
7	The Our Watch framework provides a way of explaining primary prevention and encouraging people to think about how they can contribute	4.47	4.29
25	We use Our Watch resources as the standard for primary prevention	4.43	4.23
68	We refer to Our Watch resources to support best practice when working with Aboriginal and Torres Strait Islander communities	3.38	3.31
36	We used Our Watch resources to help think about measuring impact in primary prevention work	3.36	3.23
4	We access Our Watch for information and statistics to enhance our service provision across all areas of domestic/family violence and sexual assault	3.21	3.23
43	We have been guided by some of the work of Our Watch when developing community engagement messaging regarding positive male role models	3.21	2.85

		MEAN RATING FOR	
		Value	Engagement
48	They have provided critical underpinning conceptual tools and frameworks to assist our agency in developing its foundational strategic approach	3.07	3.07
15	We share research and capacity building activities across the organisation	3.07	2.69
12	Our Watch's primary prevention in the workplace resources provided a framework for us to work with other organisations to meet certain standards in Gender Equity	2.73	3.00
	3. Informally supporting our work	**3.54**	**3.30**
66	They have been a trusted informal source of advice about national context and policy development environment	3.71	3.46
34	We have collaborated with Our Watch informally	3.67	3.07
52	They have been an accessible informal source of advice about national context and policy development environment	3.50	3.54
26	We collaborate with Our Watch staff on national and international gender equality work and coalitions	3.43	3.15
24	We amplify the work of Our Watch at the national level	3.36	3.31
	4. Providing resources to support training	3.49	3.22
19	We use Our Watch resources	4.25	4.29
30	The Our Watch resources are wonderful, powerful/ influential community education tools	3.93	4.00
59	We use the resources developed by Our Watch to support policy development activities	3.80	3.64
16	We use Our Watch advocacy	3.79	3.38
6	I use their videos and posters in training and presentations	3.64	3.14
8	We use the Our Watch framework and resources in our trainings	3.64	3.14
37	They have helped us build best practice knowledge in campaign areas	3.27	3.38
41	We used Our Watch publications to develop violence prevention grant guidelines and grant program	2.79	2.31
45	They have supported our work in masculinities health and wellbeing	2.14	1.62

		MEAN RATING FOR	
		Value	Engagement
	5. Our Watch as a training provider	3.08	2.29
32	Our Watch has enabled women with lived experience to have a voice	3.81	3.07
17	I attended their training	3.21	2.00
31	We use Our Watch training	3.13	2.29
53	They provided contracted training and staff development to our organisation on primary prevention foundational matters	2.07	1.79
	6. Working in partnership	**2.55**	**2.18**
23	We work in partnership with Our Watch to support our sector to prevent violence against women	3.29	3.31
57	Our Watch has supported our organisation with partnership opportunities	3.27	2.71
51	Our Watch has supported our organisation with collegiality	3.14	3.15
47	Our Watch has acted as a sounding board and contributor to specific projects	3.07	2.71
65	Our Watch has supported our organisation with shared advocacy	3.00	2.92
50	They have been a formal partner in projects that have resulted in resource development	3.00	2.43
63	We have valued the opportunity for regular check-ins with Our Watch staff to hear about work underway	2.87	2.00
55	Our Watch has acted as a sounding board and contributor for resource development	2.80	2.64
3	Our Watch has supported me and the organisation I work for to participate in a number of their projects as advisors	2.79	2.00
62	We have work in partnership to host events e.g. webinars	2.73	2.14
42	Our Watch has provided support for implementation	2.67	2.08
38	Our Watch has supported us by providing feedback on drafts of our publications	2.63	2.31
2	Our Watch listened to our advice on how to include women and girls with disability	2.40	2.08
61	They have reviewed and provided input to inform our policy documents	2.38	1.85

		MEAN RATING FOR	
		Value	Engagement
1	Our Watch reviewed and provided feedback on the prevention elements of our strategy	2.27	1.93
56	They assisted us with presentations to stakeholders to build understanding of primary prevention	2.14	1.93
67	Our Watch have reviewed our prevention of domestic and family violence strategy	2.13	1.77
58	They have reviewed our program for gender equality	2.00	1.64
49	They have been a contracted provider undertaking funded work for us	1.88	1.50
40	Our Watch participated on our grants panel to assess grant applications	1.57	1.38
54	They collaborated with our agency in supporting recruitment of experienced staff	1.57	1.23

Appendix 9: State/Territory Policy on Primary Prevention of Violence Against Women

Victoria

Victoria is understood to be a leader in the development of prevention and response to violence against women and their children and were instrumental in setting up Our Watch with the Commonwealth in 2013 following the National Plan.

The first key document during the period of analysis is Victoria's *Action Plan to Address Violence Against Women and Children 2012–2015* (Victoria's Action Plan 2012). This Action Plan forms Victoria's implementation of the National Plan. The Action Plan sets out the prevention, early intervention and response action plan for addressing violence against women and children. Regarding prevention specifically, the action plan aimed to focus on two streams: education (attitudes, behaviours, respectful relationships) and engage (organisations to promote gender equity and stop violence). Victoria's Action Plan 2012 complements the 2008 *Strong Culture, Strong Peoples, Strong Families — Towards a safer future for Indigenous families and communities 10-year plan*.

One of the key and influential policy developments in Victoria's primary prevention of violence against women and their children work, is the Royal Commission into Family Violence (RCFV) in Victoria. The report was published in 2016. This set the way for a swathe of plans to address such violence as part of responding to the recommendations set out in the RCFV's report. The *Ending Family Violence: Victoria's Plan for Change* (Plan for Change 2016) published in 2016 sets out the State's agenda for the next ten years, together with the first Rolling Action Plan targeting years 2017–2020. One of the actions of the Plan for Change 2016 was developing a strategy specifically to target primary prevention of family violence: *Free from Violence: Victoria's strategy to prevent family violence and all forms of violence against women* published in 2017, from which arose the *First Action Plan* in 2018. Alongside these was the *Preventing Family Violence & Violence Against Women Capability Framework* (2017) which sets out the skills required to undertake primary prevention activities for family violence as well as violence against women.

The Plan for Change 2016 also set the foundation for a primary prevention agency in Victoria (Respect Victoria) and the basis for work in gender equality and rolling out Respectful Relationships to schools. Aligned with these documents is also *Safe and Strong: Victoria's Gender Equality Strategy*, launched in 2016, and *Building from Strength: 10-Year Industry Plan for Family Violence Prevention and Response* (to 2027).

Victorian policy has consistently developed and implemented policies and action plans specifically for Aboriginal and Torres Strait Islander communities in Victoria. The first during the period of analysis being the 2008 Strong Culture, Strong Peoples, Strong Families — Towards a safer future for Indigenous families and communities 10-year plan, which then produced the 2012 Indigenous Family Violence Primary Prevention Framework. Following the initial 10-year plan, *Dhelk Dja: Safe Our Way — Strong Culture, Strong Peoples, Strong Families* was published in 2018.

Northern Territory

The key policy documents that relate to the primary prevention of violence against women and their children in the Northern Territory are all aligned with the National Plan. The first strategy that was developed with a focus on violence reduction was *The Northern Territory Domestic and Family Violence Reduction Strategy 2014–2017: Safety is Everyone's Right*. The strategy consisted of five main action areas, with prevention outlined as a key focus. After this strategy ended in 2017, it led to the development of the *Domestic, Family and Sexual Violence Reduction Framework 2018–2028*, which will be enacted by a series of three action plans. The framework consists of five main outcome areas with the first outcome directly addressing the primary prevention of domestic, family and sexual violence.

- Domestic, family and sexual violence is prevented and not tolerated.
- Territorians at risk of experiencing violence are identified early and provided with effective interventions.
- People experiencing domestic, family and sexual violence are protected and helped to recover and thrive.
- Perpetrators are held accountable and connected early to responses that change their behaviours and reduce violence.
- Legislation, policy and funding models enable a responsive, high quality and accountable domestic, family and sexual violence service system.

The strategy also outlines the need to focus on different population groups including disability, cultural and linguistically diverse, LGBTIQ+, Aboriginal and Torres Strait Islander women, elderly people and women living in regional and remote areas. Moreover, the document also recognises that the drivers of family violence for those in same-sex relationships and transgender and gender diverse people are less well understood than the determinants of 'violence against women'. This framework recognises the need to grow understanding in this area, as well as other less reported or less common manifestations of family violence such as sibling violence, child-on-parent violence, elder abuse and violence against men. Whilst these nuances are recognised it does not provide an outline on how violence prevention in relation to these special population groups will be addressed. Much more onus is placed on Aboriginal and Torres Strait Islander groups with more specific actions reported.

The First Action Plan 2018–2021 is *Changing Attitudes, Intervening Earlier and Responding Better*. The first outcome area (out of five) identified in this action plan is 1. Domestic, family and sexual violence is prevented and not tolerated. This focus is the one that directly intersects with primary prevention. The need to fund and support primary prevention initiatives is outlined with respectful relationships education highlighted as a priority, alongside engaging with leaders from community, religious, sporting, and industry/business settings to develop targeted approaches. The subsequent action plans are yet to be determined.

As part of the overarching *Domestic, Family and Sexual Violence Reduction Framework 2018–2028* an action point was to develop a separate framework for preventing and responding to sexual violence. This was released in 2020 and is titled the *Sexual Violence Prevention and Response Framework 2020–2028*. The framework operates in tandem with the overarching strategy, but recognises the complexity and nuances associated with sexual violence, distinct from family and domestic violence. This will be enacted through a series of action plans, the first of which is *Sexual Violence Prevention and Response Framework Priority Actions: 2020–2021*. There is specific focus on Aboriginal and Torres Strait Islander peoples.

Gender equality as a driver of violence against women is also addressed in the Northern Territory's *Policy Framework for Northern Territory Women 2015–2020*. Primary prevention is recognised as a key action for change, falling under the one of the overarching priority areas of 'women's safety'. The framework draws on *The Northern Territory Domestic and Family Violence Reduction Strategy 2014–2017: Safety is Everyone's Right* to highlight how these two policy agendas (at the time of publication) were working in tandem.

South Australia

There are two main policy documents related to the primary prevention of violence against women in SA. The first was released in 2011 and is called *A Right to Safety (2011–2022)* in which prevention is outlined as a key area of focus. This has now been superseded by a more recent framework that is aligned with South Australia's commitment to the National Plan. In 2018/2019 a series of consultations and roundtables were conducted in order to help inform the development of a prevention of violence against women strategy. This work set the foundation for the South Australian Government's *Committed to Safety: A Framework for Addressing Domestic, Family and Sexual Violence (2019) (SA Framework).*

The SA Framework is designed to achieve a coordinated, targeted series of actions to prevent and respond to domestic, family and sexual violence in South Australia. The SA Framework is focused specifically on violence against women with recognition of FV, DV and sexual assault. It contains three pillars, each of which has a distinct action plan with short, medium and long-term goals outlined. Primary prevention makes up pillar one of the Framework, with attention focused on attitude and behaviour change, challenging gender stereotypes, and gender inequality as a driver of violence against women.

Within the primary prevention pillar a series of priority settings and population groups are outlined. The priority settings include educational institutions, workplaces, sporting facilities and individual communities/families. The population groups targeted specifically via SA's Framework are children and young people (respectful relationships education), Aboriginal and Torres Strait Islander people, women with disabilities, culturally and linguistically diverse women, older women, and women living in regional and remote areas.

In comparison to the other states, the SA Framework is more limited in terms of scope, complexity and detail in regard to how specific objectives will be enacted.

Tasmania

In Tasmania there are a number of policies, strategies and action plans that relate directly to the primary prevention of violence against women and their children. Tasmania has introduced a number of complimentary plans that support the implementation of the National Plan. A cornerstone of Tasmania's efforts in primary prevention is *Taking Action: Tasmania's Primary Prevention Strategy to Reduce Violence Against Women And Children 2012–2022* (TAS Prevention Strategy). The strategy specifically focuses on the prevention of domestic, family and sexual violence and identifies four primary objectives:

- communities are safe and free from violence;
- relationships are respectful;
- Indigenous communities are strengthened; and
- services meet the needs of women and children.

Two key action plans then connect in with this overarching strategy, which are Safe Homes, Safe families: Tasmania's *Family Violence Action Plan 2015–2020* and *Safe Homes Families Communities: Tasmania's Action Plan for Family And Sexual Violence 2019–2022*. Whilst these strategies include primary prevention and recognise violence against women and their children as including FV, DV and sexual assault, they also encompass secondary and tertiary prevention and response. However, they do operate to set the priority settings and action areas for Tasmania's primary prevention approach. It is stated in the second action plan that a more significant focus will be placed on primary prevention to drive long-term change to end violence.

- The second action plan outlines the following priority areas:
- primary prevention and early intervention;
- response and recovery; and
- strengthening the service system.

The main activities outlined as part of the second action plan include attitude and behavioural change, respectful relationships education, the establishment of an Our Watch Primary Prevention Officer, supporting *Stop It At The Start* (National campaign), and workplace safety and gender equality programming. The action plan also more explicitly outlines the need to focus on the drivers of sexual assault.

Primary prevention in Tasmania is also supported by separate but related women's strategies, which concentrate on gender equality and promoting the status of women in society. These strategies form the backbone of Tasmania's gender equality framework and bring together a number of government-led initiatives to reduce gender inequality. The two plans are the *Tasmanian Women's Plan 2013–2018* and the follow up *Tasmania Women's Strategy 2018–2021*. Within both plans primary prevention of violence against women is outlined in relation to promoting women's safety. Safety is a priority area for action within both plans with focus on respectful relationships, attitudinal and behaviour change programs, safety in public places, and by implementing the action plans of the National Plan. These plans focus more specifically on the concept of gender equality as a driver of violence against women and the need to embed this across government workplaces.

Queensland

The key policy documents relating to the primary prevention violence against women and their children are all in support of the Queensland Government's commitment to the National Plan.

A Taskforce, set up in 2014, delivered a report to the Queensland Government detailing recommendations to eliminate domestic and family violence ('Not Now, Not Ever Report') (Queensland Government, 2014). These recommendations set the foundation for the *Queensland Government's Domestic and Family Violence Prevention Strategy 2016–2026* (QLD DFV Strategy), enacted through four action plans.

Whilst the QLD DFV Strategy is focused on domestic and family violence, it acknowledges that these forms of violence are also the main forms of violence against women and their children in Australia (other than sexual assault). The strategy also states that it will focus on primary prevention as well as response (through early intervention, crisis response and recovery). The strategy does not refer specifically to 'primary prevention' as a term in its own right, rather using the term 'prevention' and defining this as 'stopping the violence before it starts' (Queensland Government, 2015a, p.i). Seven outcomes sit across the prevention and response themes. The primary prevention part of the strategy includes primarily a focus on respectful relationships (and non-violent behaviour) as well as a zero tolerance approach to domestic and family violence in the community and Queensland community, business, religious, sporting and all government leaders working together to lead cultural change in, inter alia, modelling respectful relationships (Queensland Government, 2015a). These are specifically reported as aligning with the National Plan.

The *First Action Plan 2015–2016* as part of the QLD DFV Strategy was established to set the foundations for future work, through establishing a positive environment for change (Queensland Government, 2015c). The plan provides detail of specific actions to address each of the seven outcomes outlined in the strategy. It specifically targets people with a disability, cultural and linguistically diverse communities, and older people (prevention of elder abuse), as well as education settings (teaching respectful relationships). The plan also sets out the establishment of a Women's Strategy to tackle gender inequality as part of prevention work and a Prevention of Violence Against Women Plan. The Second Action Plan continues with a focus on elder abuse prevention, cultural and linguistically diverse communities and respectful relationship education but also targets LGBTIQ+ communities (Queensland Government, 2016). It also continues working on prevention through workplaces. The Plan also details the development and distribution of a Queensland media guide as part of a communication program. The Third Action Plan's focus on primary prevention (changing attitudes and behaviours) continues targeting change via the workplace and Respectful Relationship education through schools (Queensland Government, 2019). The actions are less detailed in the Third Action Plan compared to the first two. The Fourth Action Plan is yet to be announced.

The *Queensland Violence against Women Prevention Plan 2016–2022* also includes DV and FV as key forms of violence against women (QLD VAW Prevention Plan) (Queensland Government, 2015a,b). The QLD VAW Prevention Plan sits alongside the *Queensland Women's Strategy 2016–2021* (QLD Women's Strategy) and specifically implements the QLD Women's Strategy's issues under Priority 3: Women's Safety (Queensland Government, 2015d).

The QLD VAW Prevention Plan explains that it addresses primary, secondary and tertiary prevention. Primary prevention sits predominantly under Outcome 1: Respect which focuses on community attitude and behaviour change. Actions under this theme include supporting sexual assault services, supporting Our Watch to develop a primary prevention model for violence against Aboriginal and Torres Strait Islander women, reviewing existing resources for culturally and linguistically diverse women to address gaps, and working with Arts Queensland in primary prevention work.

Queensland Government developed a separate framework for action for working with Aboriginal and Torres Strait Islander communities, published in 2019. The *Queensland's Framework for Action — Reshaping our Approach to Aboriginal and Torres Strait Islander Domestic Family Violence* intends to commit to a new way of working with Aboriginal and Torres Strait Islander people, families and communities to address the causes, prevalence and impacts of domestic and family violence. The Framework was developed in response to a recommendation from the Domestic and Family Violence Death Review and Advisory Board that identified a need to develop a dedicated response to Aboriginal and Torres Strait Islander family violence.

ACT

Australian Capital Territory has several key policy documents that align with the National Plan. In direct response to the National Plan the *ACT Prevention of Violence Against Women and Children Strategy 2011–2017* (ACT VAW Strategy) was developed, which has two distinct action plans to aid implementation. The four primary objectives (aligned with the National Plan) of the strategy are:

- women and children are safe because an anti-violence culture exists in the ACT;
- Aboriginal and Torres Strait Islander women and children are supported and safe in their communities;
- women and children's needs are met through joined up services and systems; and
- men who use violence are held accountable and supported to change their behaviour
- (Australian Capital Territory Government, 2011).

Primary prevention is referred to explicitly in the strategy with recognition given to different forms of violence against women and their children including domestic violence, family violence and sexual assault. It is acknowledged that violence against women and their children encompasses these variant forms. The strategy was initiated to set the foundation for the ACT Government's work in addressing violence against women and their children. Whilst there are some secondary and tertiary prevention elements included in the strategy, the first objective is focused on improving gender equality as a driver of violence and developing respectful relationships initiatives.

The First Action Plan 2011–2014 as part of the ACT VAW Strategy was specifically focused on Aboriginal and Torres Strait Islander women and children, and women with a disability. The Second Action Plan 2015–2017 of the ACT VAW Strategy was developed to align with the Second Action Plan 2013–2016 of the National Plan. It also drew on the ACT Domestic Violence Prevention Council (DPVC) report from the Extraordinary meeting held in April 2015. This meeting brought together experts in the ACT who work in domestic violence and sexual assault to provide advice to government and the community on actions to address domestic and family violence. The Second Action plan concentrated on driving whole-of-community and government change, understanding diverse experiences of violence, supporting innovative services and joined up service systems, improving perpetrator interventions, and continuing to build the evidence base. The ACT VAW Strategy ended in 2017 with prevention initiatives now being housed under

the ACT Women's Plan and fully aligned with the National Plan, which is now the framework for action in the ACT.

The ACT VAW strategy and action plans sit broadly underneath the ACT's overarching Women's Plans, including the *ACT Women's Plan 2010–2015* and the *ACT Women's Plan 2016–2026*, which aim to ensure the full and equal participation of women and girls in society by working towards gender equality. The primary focus of the plans is to advance gender equality by implementing a whole-of-government and whole-of-community approach. Primary prevention is referred to in the context of 'safety', with recognition given to the importance of addressing gender equality as a driver of violence against women and their children. The concept of intersectionality is also explicitly acknowledged with discussion of the need to better understand and address gender inequality in the context of women that experience intersecting forms of discrimination. The *Second Action Plan 2020–2022* of the ACT *Women's Plan 2016–2026* includes safety and workplace gender equality as primary objectives. Initiatives under these objectives focus on respectful relationships education (particularly in workplaces/schools), urban design and women's equal participation in all aspects of ACT community life.

In addition to the ACT VAW Strategy and ACT Women's Strategies in 2016 the ACT government announced a significant package of funding, called *Safer Families*. Whilst this funding is specifically geared towards improving responses to women experiencing violence, it does acknowledge the importance of prevention.

Western Australia

Western Australia's *Family and Domestic Violence Prevention Strategy to 2022* (period 2012–2022) (WA FDV Prevention Strategy) builds on existing reforms established through the *WA Strategic Plan for Family and Domestic Violence 2009–2013*. The WA FDV Prevention Strategy is implemented through three, three-year action plans that align with the National Plan. Three themes are addressed, across primary prevention and early intervention, safety (response), and perpetrator accountability.

In aligning with the National Plan's actions plans, the WA FDV Prevention Strategy focuses on the national outcomes of communities being safe and free from violence, and respectful relationships. The overall strategy for prevention (including early intervention), includes four key actions:

1. encouraging educational institutions to implement Respectful Relationships;
2. using social marketing campaigns targeted at diverse communities to support attitudinal change;
3. promoting appropriate and respectful reporting of family and domestic violence in the media; and
4. supporting connections between the government, community and Aboriginal and Torres Strait Islander organisations.

Additionally, recognition is given of the need to work with particular groups including people with a disability, people from diverse sexualities and/or gender, people from Aboriginal and Torres Strait Islander communities and people from cultural and linguistically diverse backgrounds. The most recent update to this strategy, which superseded the 2012–2022 version is *Path to Safety: Western Australia's strategy to reduce family and domestic violence 2020–2030*. The priority areas outlined in this version, which will be enacted through three action plans, are:

- work with Aboriginal and Torres Strait Islander people to strengthen Aboriginal and Torres Strait Islander family safety;
- act now to keep people safe and hold perpetrators to account;
- grow primary prevention to stop family and domestic violence;
- reform systems to prioritise safety, accountability and collaboration.

As observed above, primary prevention is one of the main areas of focus. Domestic and family violence are discussed specifically with sexual violence viewed as an outcome of what emerges in patterns of domestic and family violence, opposed to being separate to this with distinct drivers. There is a strong focus on Aboriginal and Torres Strait Islander family safety, with it being draw out as one area within the

overall plan. Other forms of discrimination and inequality (such as racism, ageism, disability discrimination, homophobia and transphobia) are also recognised as having distinct drivers as they intersect with primary prevention with a need for tailored approaches. There are a number of priority settings outlined in the strategy including workplaces, schools and sporting clubs. The need for a whole-of-community approach is outlined with a focus on where people live, work and play. The media is also recognised as an institution that has a role to play, alongside government and other organisations. Respectful relationships education is also highlighted as an approach with strong state government support.

Several other key documents support the work being undertaken in WA, including Safer Families, Safer Communities: Kimberley Family Violence Regional Plan 2015–2020. The focus of this strategy is upon domestic and family violence in the Kimberley region and is part of the WA's overall prevention strategy that outlines key action to work towards improvements in prevention. This resource outlines a plan to improve prevention approaches in the Kimberley region with consideration given to Aboriginal and Torres Strait Islander communities.

New South Wales

It Stops Here — Standing Together to End Domestic and Family Violence In NSW 2013 is aligned with the outcomes of the National Plan, it is highlighted that the NSW requirement for a jurisdictional implementation plan will be met through this framework. Five key outcome areas are identified with the first aligning most strongly with primary prevention, namely that domestic and family violence is prevented. Sexual assault is recognised as a type of violence falling under domestic and family violence. The framework outlines that need to concentrate efforts on the prevention of violence in special population groups including Aboriginal and Torres Strait Islander peoples, disability, cultural and linguistically diverse communities, LGBTIQ+ and young women.

The most recent update to the DV and FV strategy is *NSW Domestic and Family Violence Blueprint for Reform 2016–2021,* which again aligns with the National Plan and sets out the NSW commitment to domestic and family violence from prevention through to response. It highlights outcomes for a whole of sector change. The *NSW Domestic and Family Violence Prevention and Early Intervention Strategy 2017–2021* was subsequently released, which contains more specific actions for prevention. The main action areas are detailed below:

- promoting awareness and ownership across the whole community and lifespan;
- shifting social norms, attitudes and behaviours to support healthy relationships;
- embed intersectionality in prevention and early intervention practice;
- understanding and working to support individuals and communities at higher risk;
- the system adopts new and innovative ways of working and being effective; and,
- approaches to prevent and intervene in domestic and family violence are integrated in whole-of-government policy and programs.

It is clear that the first three outcome areas relate directly with primary prevention. However, there is limited discussion of specific settings targeted or approaches that will be undertaken as part of the strategy. Intersectionality is acknowledged, so there is consideration given to intersecting forms of discrimination and how this can shape and influence the drivers of violence against women. The main activities listed as part of the strategy's approach are awareness raising, promoting healthy relationships and influencing social norms.

A complimentary strategy to the *NSW Domestic and Family Violence Prevention and Early Intervention Strategy 2017–2021* is the *NSW Sexual Assault Strategy 2018–2021*, which concentrates on sexual assault as a distinct form of violence against women that requires a separate whole-of-government approach that recognises the complexities as different to that of domestic and family violence. The first two outcome areas are the ones that directly intersect with primary prevention and are prevention and early intervention and education. Actions connected to these include providing support for primary

prevention initiatives under the National Plan and launching a community education campaign to raise awareness of gender inequality as a driver of sexual assault. Recognising the needs of different population groups is also discussed, but more in the context of providing support for those that have experienced sexual assault.

The relevant women's strategies were also scanned, but there was no focus on primary prevention within these and limited discussion of violence and/or women's safety.