



Rante-rante ampe Marle and Urreye!

Findings from the evaluation!

'Girls Can Boys Can' and

'Old Ways Are Strong' Evaluation

Why did we do it?

Tangentyere Family Violence Prevention program, and their partners Larapinta Child and Family Centre and iTalk Studio wanted to find out if their primary prevention projects were effective in challenging harmful attitudes and beliefs about violence.

The Equality Institute worked with these partners to undertake an evaluation to find out what people thought about gender, violence and Aboriginal cultures. We then used this information to see if the two projects: 'Girls Can Boys Can' and 'Old Ways are Strong' had any impact on people's thoughts and beliefs. We also looked at the anti-violence, gender-equitable and anti-racist messaging and resources produced by the two projects to see if people understood them. All of this information helps us to understand what works to prevent violence against women in the Northern Territory and builds evidence about good practice when working with Aboriginal people to prevent violence.



This is what we did:

- 16 interviews with project staff
- 18 animation surveys
- 36 training feedback surveys
- 60 surveys on community attitudes
- 110 social media surveys

This is who we did it with:

- Women, men, and gender-diverse people
- Aboriginal and Torres Strait Islander people and non-Indigenous people
- People from Town Camps and people from remote communities
- Project participants, project staff, and training participants
- Social media users, animation audience members

This is what we found: key findings

From the surveys on community attitudes

- Participants didn't excuse violence when it was about challenging traditional gender roles, like who should cook and clean or who should go out to work.
- Participants were more likely to say violence was excusable in cases or situations to do with 'jealousy'.
- Most participants had highly equal views when it came to women's and men's roles, but a lot of participants still said violence was excusable in certain situations.
- The 'Girls Can Boys Can' project had the greatest positive impact on changing people's views about what girls and boys can do, and what women and men can do. This encouraging result shows the messages from the project are having a positive impact on changing people's understandings and possibly their attitudes as well.
- However, some people's views changed negatively when it came to questions about Aboriginal cultures. This shows there is still a lot of work to do to challenge the view that women and men are not equal in Aboriginal cultures, and to spread the message that violence is not acceptable in Aboriginal cultures.

From the key informant interviews

- The participants reported that there are no dedicated primary prevention workers in the Northern Territory and those who are working in primary prevention are doing this work in addition to their other roles. Many said they felt unsupported in their primary prevention work.
- However, workforce capacity has been developed considerably by the two projects.
- Workers increased their knowledge about primary prevention and their understanding of the drivers and causes of VAW.
- Greater funding and training is needed for primary prevention and the entire domestic, family, and sexual violence sector in the Northern Territory.

From the social media and animation surveys

- Both the social media and animation surveys showed that both projects successfully communicated gender equitable messaging to their audiences.
- Anti-violence messaging was less successfully communicated, as this was not directly stated in the project resources or the animations.
- People believed the project's messaging and resources is important and that it can help to prevent violence against women.

From the training feedback surveys

- As part of the evaluation, training was provided to project staff, which built workforce capacity in two key areas: research and social media communications.
- Staff also identified a number of future training needs, particularly around cultural awareness and the effects of trauma.

Based on the evaluation findings, this is what we should do in the future

Future work in project partnership

1. Use more direct and accessible messaging to target and challenge attitudes and beliefs, such as the justification of violence, 'jealousy', and the idea that traditional Aboriginal cultures are gender inequitable and/or accept violence against women.
2. Improve the accessibility of project resources by ensuring the materials are clear, engaging, and tailored to the target audience. Share these project resources using a range of platforms (social media, print media, digital media).
3. The project partnership should continue to educate and raise awareness of violence in the community, especially about the causes of violence and the promotion of gender equality as a means to prevent violence against women.

Workforce support and training



4. Dedicated primary prevention positions should be funded and supported, to grow the primary prevention workforce in the Northern Territory.
5. Primary prevention programs need to be supported by long-term and adequate funding.
6. Comprehensive ongoing training programs on the causes of violence and how to identify, respond and support victim/survivors, as well as on trauma-informed responses, should be developed and delivered to workers in the domestic, family and sexual violence sector, as well as others impacted by violence, such as schools, hospitals, and police.
7. Multiple studies and levels of government have called for programs to be evaluated to better inform our understanding of what works to prevent violence against women – so evaluations must be supported with research funding and training. Evaluations should be appropriately funded on top of the project costs.

Targeted and tailored prevention initiatives

8. Prevention initiatives should use language that is easy to understand to explain complex ideas and make sure they meet the needs of persons with disabilities, and people in remote areas.
9. Programs and responses should focus on accountability for men who use violence, whilst supporting women who have experienced violence.
10. Primary prevention initiatives should be locally designed and made especially for their community and work in partnership with the community.
11. Primary prevention initiatives for Aboriginal and Torres Strait Islander communities should be developed with the community and must be community-driven and led by members from those communities.

Awareness raising and transforming attitudes, behaviours and norms

12. Educate and raise awareness in the general public about the causes and drivers of violence against women in accessible ways and with direct messaging.
13. Acknowledge that awareness raising efforts (such as one-off anti-violence campaigns) are not enough to change harmful attitudes, behaviours, and norms, so there is the continued need to fund and support long-term, evidence-based prevention initiatives which are appropriate for the Northern Territory and remote community contexts.

Engagement and collaboration

14. 'Mainstream' primary prevention initiatives and campaigns by working in partnership with government departments, for example, with the health department, education department, business and commerce, as well as the criminal justice system.
15. All national, state and Territory level initiatives to address and prevent violence against women must involve and collaborate with Aboriginal and Torres Strait Islander people and communities.
16. Primary prevention initiatives should engage with men and boys, and involve them in the development of messaging, content and materials to prevent violence against women.

