

Portraits for respect – case study and toolkit for communities

‘Portraits for Respect’ is a primary prevention initiative that aims to address the underlying drivers of family violence. More specifically, it:

- Challenges the condoning of violence against women
- Challenges gender stereotypes and roles
- Promotes and normalises gender equality

The Our Watch ‘Change the story’ framework provides techniques that are effective in preventing violence against women and children. ‘Portraits for Respect’ uses these proven techniques:

- Direct participation programs
- Community mobilisation and strengthening
- Communications and social marketing
- Civil society advocacy.

This case study provides an example for other communities to develop their own ‘Portraits for Respect’. Maldon Hospital and Maldon Neighbourhood Centre are happy for this project to be replicated in other communities. To allow us to measure further impacts as a result of our project, it would be great if you could let us know which community it is being replicated in and the outcomes. Please email these to info@maldonnc.org.au .

Planning

Build your team

To be effective, collaborative project teams must include the right skill sets, but it’s also important to include people who have established relationships with, or access to, your community.

- The Portraits for Respect in Maldon team included representatives from Maldon Hospital, Maldon Neighbourhood Centre and volunteers. Maldon Neighbourhood Centre provided access to a photo booth at Maldon Markets, Maldon Hospital provided Health Promotion support, and volunteers provided commitment to the issue, time and access to local businesses.

Choose the details of your approach

The below diagram shows some details to consider at key steps of the Portraits for Respect project.



- Some of the pre-prepared statements used for Portraits for Respect in Maldon:
- Stand up, speak out against violence towards women
 - Domestic violence – never acceptable
 - Challenge gender stereotypes
 - Witnessing domestic violence harms children
 - Violence prevention is everyone’s business
 - Don’t blame victims of violence
 - Domestic violence is a crime and is never OK
 - Don’t laugh at sexist jokes
 - Domestic violence includes emotional abuse

- Portraits for Respect in Maldon: Guideline for exhibitors
 - Displays can be either all of the 9 prints, or parts thereof.
 - There is no charge to either party for exhibiting 'Portraits for Respect'.
 - All displays (both on internet and physical displays) must include the accompanying descriptor. (see appendix 1)
 - Brochures with contact details for family violence assistance should be available in case issues are brought up for viewers.
 - All exhibitors agree to be part of our evaluation- agree to either take part in a short interview or provide number of views on internet / social media site.

Develop a budget

A budget is required for funding opportunities. Check your local council or family violence networks for possible funding opportunities.

- An overview of costs and funding for Portraits for Respect in Maldon:

Costs	Funding
Photographer costs (including camera, lighting, editing) - approx. \$750	Mount Alexander Shire Council grant
Photo printing and framing - Approx. \$550	Loddon Campaspe Family Violence Advisory Committee- Community Education / Prevention Small Grants
Publicity - Approx. \$150	
Catering	
Project management and administration time for Maldon Hospital and Maldon Neighbourhood Centre staff	Maldon Neighbourhood Centre received some compensation from grant. Benefit to Maldon Hospital was through reporting to funder of the Health Promotion position as family violence is a priority area.

Doing

Collaboration

Collaboration across professional and organizational boundaries creates buy-in, enhances problem solving, and leads to new partnerships and ideas. It requires a great deal of discussion to facilitate future action, so all team members should meet on a regular basis.

Communication

Social media, web sites, flyers, media releases, newsletters—there is an endless array of communications vehicles that could support your project and each community is likely to have a different opinion on what's the most appropriate.

- Portraits for Respect in Maldon – Communication plan
 - Media releases to local newspaper Tarrengower Times, Castlemaine Mail and Midland Express:
 - Prior to photography event
 - Prior to launch
 - Promotion on Maldon Neighbourhood Centre Facebook site
 - Maldon Neighbourhood Centre newsletter
 - Maldon Hospital newsletter

Wrapping up

Evaluation

Start with an evaluation plan and end your project by gathering lessons learned and celebrating the hard work of the team.

- Portraits for Respect in Maldon evaluated the impact of the exhibition through interviews with shopkeepers and other hosts of the exhibition. The following questions were asked after the exhibition was completed:
 1. How many people do you think viewed the exhibition over the 2 weeks it was displayed?

Prompts:

 - Numbers of customers / day
 - Number of days open
 - Percentage of people stopping to look
 2. How many comments have you received about the exhibition over the last 2 weeks?
 3. What were some of these comments?

Share your work

There is value in finding the time and resources to share your project with interested parties beyond your local working group. Not only will this allow them to access information about your work sooner, it can have a positive impact on broader prevention of family violence and building partnerships that could lead to new ideas and funding. Sharing could be through a network, a report, or a presentation at a conference.

- The Portraits for Respect in Maldon project was shared to the following:
 - Board of Management at Maldon Hospital
 - Central Victoria Primary Care Partnership members
 - Mount Alexander Family Violence Forum members
 - Attendees at Community of Practice: Standing Strong: Building Safe Communities for Women
 - Maldon Hospital staff

Keeping the momentum going

Keep your partners engaged as the project draws to a close by building in an opportunity to share ideas and build enthusiasm for the next project.

- Future plans for Portraits for Respect:
 - To be displayed in shopfronts along Main Street in Maldon during 16 Days of Activism, linked to a social media campaign.
 - Group 'Portraits for Respect' of workplaces staff and sporting teams
 - Organisation development at sporting clubs to accompany above.

Appendix 1: Accompanying descriptor for exhibitions

PORTRAITS FOR RESPECT



Violence prevention is everyone's business

Bullying - no way

Stop supporting anything that depicts women as being less than men.

I raised my boys to respect women

No means No - Anytime.

Attitudes matter. Violence against women begins with sexist attitudes.

Maldon Hospital and Maldon Neighbourhood centre, as part of a broader family violence prevention awareness project, invited the community to take a stand against disrespectful behaviour towards women. Photographer Leonie Van Eyk was at the March 2016 Maldon Market taking portraits of community members displaying statements that challenge a culture which condones violence towards women. The project was funded by Mount Alexander Shire Council, and resulted in 104 individual photographs contributing to these broader images.

The exhibition of these portraits aims to confront the attitudes, beliefs and distorted values that justify, excuse and minimise violence against women. Violence against women is a whole of community issue, and we thank businesses for showing their support by displaying this exhibition.

An initiative of the following organisations:





To exhibit this exhibition, please contact:
Maldon Neighbourhood Centre
info@maldonnc.org.au
Ph: 03 5475 2093
www.maldonnc.org.au