

Queensland Government Coercive control community awareness campaign 2023-24

Communications kit – December 2023 – February 2024

Background

The Coercive control community awareness campaign – *Is it love or a warning sign?* – aims to raise community awareness of coercive control and encourage the community to recognise potential signs of coercive control. The campaign highlights examples of controlling behaviours and abuse that may be experienced in a coercively controlling relationship.

This campaign has been developed by the Queensland Government based on community research findings in Queensland and has been through targeted stakeholder consultation.

The campaign runs through Christmas and the festive period to the end of February 2024, responding to reported increase of risk and incidence of domestic and family violence and coercive control at this time of the year.

Paid advertising will run across Facebook and Instagram, as well as placements on Snapchat, Spotify, Youtube and paid Google search.

Tailored creative assets have been developed for Aboriginal and Torres Strait Islander peoples and young Queenslanders.

As a whole-of-community issue, with devastating and lasting impacts, we encourage you to share this campaign through your networks to help us reach Queenslanders far and wide. You can access the campaign materials at www.qld.gov.au/coercivecontrol

We all have a responsibility to act to end coercive control and domestic and family violence in Queensland and address the harmful attitudes and behaviours that contribute towards violence against women and girls.

You can follow the government conversation and share campaign messaging from the **Domestic, Family and Sexual Violence Prevention Facebook page**.

What can you do to promote the campaign?

- Visit the campaign site - www.qld.gov.au/coercivecontrol
- Share this communication kit with your stakeholders and networks
- Include an article in your workplace e-newsletter or intranet
- Share a post on social media
- Talk about coercive control with your friends and family
- Ensure you know the support options available for Queenslanders.

Campaign assets

Download via www.qld.gov.au/coercivecontrol

Key messages:**Coercive control:**

- Domestic and family violence is not always physical violence, it can take many forms including emotional and financial abuse and social isolation.
- Coercive control is almost always an underpinning dynamic of domestic and family violence.
- Coercive control is a pattern of abusive behaviours – which can be both physical and non-physical – used against a person to create a climate of fear, isolation, intimidation and humiliation.
- Coercive control might make you feel unsafe, scared, threatened or worried to do, or say, the wrong thing.
- Coercive control is not always easy to identify. It's important to know there's no place for controlling behaviours in a healthy relationship.
- Coercive control and domestic and family violence can cause serious harm and have lasting impacts on a person's physical and mental health, wellbeing and safety.
- Coercive control and domestic and family violence can affect anyone regardless of their age, gender, sexuality, ethnicity, religion, or ability.
- It can occur in different types of relationship, including between domestic partners, family members or in an informal carer relationship.
- There is no place for coercive control in a healthy relationship.

For more information, visit www.qld.gov.au/coercivecontrol

Support services:

- Support is available for all Queenslanders affected by coercive control and domestic and family violence — online, over the phone or in person.
- Services continue to operate during the Christmas period to provide help and support to those in need.
- If you think you are, or someone you know is, experiencing coercive control and domestic and family violence – we encourage you to reach out for support.
- Find more information and support: www.qld.gov.au/coercivecontrol
- Find local support services via www.qld.gov.au/domesticviolence
- In an emergency, call Triple Zero (000) and ask for Police (24/7). For crisis support, counselling and referrals contact:
 - DVConnect Womensline (24/7): 1800 811 811
 - DVConnect Mensline (9am to midnight, 7 days): 1800 600 636
 - MensLine Australia (24/7): 1300 789 978
 - Sexual Assault Helpline (7.30am to 11.30pm, 7 days): 1800 010 120
 - Rainbow Sexual, Domestic and Family Violence Helpline (24/7): 1800 497 212
 - 13YARN (24/7): 13 92 76
 - Brother to Brother Crisis Support Line (24/7): **1800 435 799**
 - Kids Helpline (24/7): 1800 551 800
 - Lifeline (24/7): 13 11 14



Campaign content

Channel	Copy
E-newsletter / Intranet article	<p>Is it love or a warning sign? There's no place for controlling behaviours in a healthy relationship.</p> <p>Are your relationships in your life healthy? Or you might have noticed some signs of controlling behaviours that point to an unhealthy relationship.</p> <p>Coercive control is a pattern of abusive behaviours – which can be both physical and non-physical – used to control another person and create a climate of fear, isolation, intimidation and humiliation.</p> <p>These controlling behaviours might be justified as love or care (<i>"I'm just doing this because I care.."</i>), explained away (<i>"you're imagining it.."</i>), or even blamed on you (<i>"see what you made me do.."</i>).</p> <p>These controlling behaviours might include restricting who you see, controlling where you go, or undermining your confidence.</p> <p>If you are experiencing coercive control you might find yourself asking questions.</p> <p style="padding-left: 40px;"><i>Will they let me see my friends this weekend?</i></p> <p style="padding-left: 40px;"><i>Are they going to be upset with me today?</i></p> <p style="padding-left: 40px;"><i>Will they put me down and criticise me?</i></p> <p style="padding-left: 40px;"><i>Is this normal or are these warning signs?</i></p> <p>Healthy relationships are built on mutual trust and respect.</p> <p>If you feel like you're trapped or always walking on eggshells - you might be experiencing coercive control.</p> <p>There's no place for controlling behaviours in a healthy relationship.</p> <p>Find out more about coercive control and how to recognise the signs at www.qld.gov.au/coercivecontrol</p> <p>Find local support services via www.qld.gov.au/domesticviolence</p> <p>For crisis support, counselling and referrals contact:</p> <ul style="list-style-type: none"> • DVConnect Womensline (24/7): 1800 811 811 • DVConnect Mensline (9am to midnight, 7 days): 1800 600 636 • MensLine Australia (24/7): 1300 789 978 • Sexual Assault Helpline (7.30am to 11.30pm, 7 days): 1800 010 120 • Rainbow Sexual, Domestic and Family Violence Helpline (24/7): 1800 497 212 • 13YARN (24/7): 13 92 76 • Brother to Brother Crisis Support Line (24/7): 1800 435 799 • Kids Helpline (24/7): 1800 551 800 • Lifeline (24/7): 13 11 14 <p>In an emergency, call Triple Zero (000) and ask for Police (24/7).</p>



Social media post	<p>Is it love or a warning sign?</p> <p>The signs of coercive control can be subtle and justified as an act of love or explained away, when it's actually a pattern of abusive behaviours intended to control a partner or loved one.</p> <p>There's no place for controlling behaviours in a healthy relationship.</p> <p>Learn more at www.qld.gov.au/coercivecontrol</p> <p>#coercivecontrol #coercivecontrolQLD #endDFV</p>
Social media post	<p>Do you know the signs of coercive control?</p> <p>There's no place for controlling behaviours in a healthy relationship. It's up to everyone to know how to recognise coercive control and reach out to offer support if you think you know someone experiencing it.</p> <p>Find out more at www.qld.gov.au/coercivecontrol</p> <p>#coercivecontrol #coercivecontrolQLD #endDFV</p>

Contact

If you have any feedback on the campaign or assets provided, please submit this to Stephanie Collins, Communication Officer via stephanie.collins@justice.qld.gov.au

