

Domestic and Family Violence Prevention Month

Communications kit – May 2025

*‘Take positive action today to build a
safer Queensland’*

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Contact us

We'd love to hear from you and welcome any feedback. You can contact us via dfsvmarketing@dcssds.qld.gov.au

Introduction

Domestic and Family Violence Prevention Month is a community initiative held in Queensland from 1-31 May to:

- raise awareness of domestic, family and sexual violence and coercive control
- highlight the pathways to support and safety
- send a clear message that violence in our communities will not be tolerated
- call upon Queensland communities, corporates and the sector to take action to end violence against women and their children.

The theme for 2025 is: **Take positive action today to build a safer Queensland.**

It is an opportunity for all Queenslanders to be part of the solution to ending domestic, family and sexual violence in our community.

Everyday Queenslanders can make a difference in stopping violence before it starts.

How to get involved

We encourage you to add your voice to this campaign and promote Domestic and Family Violence Prevention Month 2025 to build a safer Queensland for all.

- Use the tagline – ***Take positive action today to build a safer Queensland.***
- Use and share this kit and the promotional assets
- Find an event to attend, or list an event, via the community calendar:

www.qld.gov.au/dfvpmmonth

- Use the key messaging and materials to share a post on social media, or an email or newsletter article – remember to use the hashtags **#endDFV** and **#DFVPM2025**
- Find more information and practical tools via www.qld.gov.au/dfvpmmonth
- Find information, resources and support options via www.qld.gov.au/needtoknow
- Follow us on the Domestic, Family and Sexual Violence Prevention QLD Facebook:
www.facebook.com/dfvpqld
- Follow us on the Department of Families, Seniors, Disability Services and Child Safety
LinkedIn: www.linkedin.com/company/fsdscs

Key messages

Domestic, family and sexual violence is a complex and pervasive issue across our state.

Coordinated and consistent action is required to achieve and sustain positive change.

Key messaging is included for you to use in your workplace and local community groups or with family, friends and colleagues to take positive action today to build a safer Queensland.

DFV Prevention Month

- This May marks Domestic and Family Violence Prevention Month 2025 in Queensland. This is an annual initiative to bring Queenslanders together to take positive action to end domestic and family violence.
- Take positive action today to build a safer Queensland this Domestic and Family Violence Prevention Month. Everyone has a role to play in ending domestic and family violence in our communities.
- Not all disrespect towards women results in violence, but all violence against women starts with disrespect and harmful attitudes.
- Gender inequality and engrained harmful attitudes and behaviours towards women are key drivers of domestic and family violence. We all have a key role to play to change the culture and challenge the harmful attitudes that underpin this form of violence in our communities.
- A safer Queensland can start with you – by taking positive action today, we can build a violence-free Queensland together.
- Find out how to get involved during Domestic and Family Violence Prevention Month 2025 by visiting www.qld.gov.au/dfvpmmonth.
- Find an event to attend this month, or list your own event, using the Domestic and Family Violence Prevention Month community calendar via www.qld.gov.au/dfvpmmonth.

DFV and coercive control

- Domestic and family violence is where one person in an intimate partner or romantic relationship, or former relationship, or family or informal care relationships uses violence or abuse to maintain power and control over the other person.
- Domestic and family violence does not always include physical violence and can take many forms including non-physical forms of abuse like financial abuse, emotional abuse and social isolation. All forms of abuse are serious and are never okay.
- Coercive control is often an underpinning dynamic of domestic and family violence. It can look like a pattern of abusive behaviours that can cause serious harm and impact a person's health, wellbeing and sense of safety.
- Coercive control can be hard to identify as it can often be subtle and escalate over time.

- There's no place for control in a healthy relationship.
- Domestic, family and sexual violence and coercive control is gendered violence – disproportionately impacting women and their children and perpetrated by men.
- Domestic and family violence, and coercive control, can affect anyone regardless of their age, gender, sexuality, ethnicity, religion, or ability.
- It can happen in different types of relationships, including between current or former intimate partners, family members or informal and unpaid carers.
- It can be hard to recognise the warning signs of domestic and family violence and know how to safely and appropriately offer support to someone experiencing abuse. Practical tips on how to start a conversation are available at www.qld.gov.au/needtoknow.
- If you notice signs that someone could be experiencing domestic, family or sexual violence, start by offering a safe space to talk. It's important not to push them into action, but to let them know they're not alone and there are pathways to safety.
- Find information about coercive control and support options at www.qld.gov.au/coercivecontrol.

For corporates and workplaces

- Take positive action today **[across the organisation/within your teams/in your workplace/with your colleagues]** to build a safer Queensland.
- The workplace plays a key role in addressing domestic and family violence and coercive control. We have an opportunity to build awareness of all forms of abuse and provide a safe space and appropriate support for employees impacted by this form of violence.
- The workplace is an important setting for people to challenge harmful attitudes and behaviours that contribute to a culture that tolerates disrespect towards women and girls.
- Domestic and family violence and coercive control is a workplace issue. It can impact a person's safety, wellbeing, attendance and performance at work.
- It is critical for Queensland workplaces to foster positive, equitable, respectful and safe workplace cultures.
- The effects of DFV on a person can be substantial, and the hidden costs associated with DFV can impact a person's living circumstances, career choices and overall economic security.
- You can find more resources and information via www.qld.gov.au/needtoknow.
- Online training modules have been developed to explain domestic and family violence, coercive control and changes to the laws in Queensland. They are suitable for all, however are particularly useful for workplaces. Visit www.qld.gov.au/dfvtrainingmodules for more information.

For adults who have, work with or care for, children

- Take positive action today in your local [schools/community groups/sporting clubs/parenting groups] to build a safer Queensland.
- Our attitudes and behaviours can help shape what children and young people think is and isn't acceptable.
- It's important to talk about respectful and healthy behaviours with children and young people who are developing their interpersonal skills.
- It's up to all of us to set standards to respect women and uphold positive relationships in front of the children and young people in our lives.
- Reflecting on our own attitudes and being aware of the things we say to children and young people is the first step towards making a change and stopping violence and disrespect before it starts.
- Respecting women and challenging harmful beliefs is crucial to ending violence against women.
- If we all come together, we can build a future Queensland free from disrespect and domestic and family violence.
- You can find more resources and information via www.qld.gov.au/needtoknow.

Social media posts

Use these materials, which includes social media copy and images, to share a message across your channels and networks. Social media images can be downloaded from www.qld.gov.au/dfvpmmonth.

Post 1: DFV Prevention Month May 2025

How will you show your support during Domestic and Family Violence Prevention Month in Queensland this May?

*Take positive action today to build a safer Queensland.
There's a role for everyone in the prevention of domestic, family and sexual violence to ensure a safer future for all Queenslanders.
You can help to make a difference.*

Get involved at www.qld.gov.au/dfvpmmonth
#endDFV #DFVPM2025

[Alt: A purple text box says in white writing 'Domestic and Family Violence Prevention Month | May 2025'. The image has a blue to peach gradient background, and the Queensland Government Coat of Arms is in the bottom right-hand corner in black.]



Post 2: Drivers of violence

Accepting disrespect of women and girls might look like making or laughing at sexist jokes and remarks or 'locker room talk'.

This might seem small or insignificant in the moment, but the social cost is huge.

Challenging harmful attitudes and behaviours towards women and girls is critical to ending domestic, family and sexual violence in our communities.

Call it out. Take positive action today to build a safer Queensland.

Find information and resources via www.qld.gov.au/dfvpmmonth
#endDFV #DFVPM2025

[Alt: A purple text box says in white writing 'Everyone has a role to play to end domestic, family and sexual violence in our communities. Domestic and Family Violence Prevention Month | 1 – 31 May 2025'. The image has a blue to peach gradient background, and the Queensland Government Coat of Arms is in the bottom right-hand corner in black.]



Post 3: For the workforce

Domestic and family violence and coercive control is a workplace issue. It can impact people's safety, wellbeing, performance and attendance at work. You can take positive action today in your workplace to build a safer Queensland.

The Queensland Government has also developed training modules that explain domestic and family violence and laws in Queensland.

Access the training modules via www.qld.gov.au/dfvtrainingmodules #endDFV #DFVPM2025

[Alt: A purple text box says in white writing 'Get involved — your support makes a difference. Domestic and Family Violence Prevention Month | 1 – 31 May 2025'. The image has a blue to peach gradient background, and the Queensland Government Coat of Arms is in the bottom right-hand corner in black.]



Post 4: For the community

Are you a parent or guardian? Do work with children or young people in Queensland? You can make a difference.

Your actions and values can help to shape what young people think is and isn't acceptable in their relationships.

Take positive action today to build a safer Queensland. You can help to stop violence and disrespect before it starts.

Find more information and resources via www.qld.gov.au/needtoknow #endDFV #DFVPM2025

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Digital assets

Download and share **free** resources to promote DFV Prevention Month across Queensland, including:

- Social media tiles suitable for Facebook, Instagram and LinkedIn
- eNewsletter and email graphics
- Eventbrite graphics
- A4 Posters
- Editable A4 posters
- Online video background image
- Screensaver image
- Signature block.

You can download the suite of materials [here](#).

Accessibility considerations

We have a few tips for sharing accessible content below:

- Include subtitles in any videos you share on social media
- Include the image descriptions in your social media posts and alt text with e-newsletter images
- When using hashtags, use Title Case (each word beginning with a capital letter) to allow screen readers to more accurately read the hashtag. For example: #LikeThis

Support is available

Everyone deserves to be safe and feel safe, and live free from the threat or experience of domestic, family and sexual violence.

Support is available for all Queenslanders impacted by any form of domestic, family and sexual violence – online, over the phone or in person.

You can find local support services at www.qld.gov.au/needtoknow

If you are in danger, don't feel safe, or fear for someone else's safety, call Triple Zero (000) immediately and ask for Queensland Police.

For non-urgent police assistance, phone Policelink on 131 444.

For information, services and support for people impacted by domestic and family violence and coercive control, contact:

- DVConnect Womensline (24/7): 1800 811 811
- DVConnect Mensline (9am to midnight, 7 days): 1800 600 636
- 1800 RESPECT (24/7): 1800 737 732
- MensLine Australia (24/7): 1300 789 978
- Rainbow Sexual, Domestic and Family Violence Helpline (24/7): 1800 497 212
- 13YARN (24/7): 13 92 76
- Sexual Assault Helpline (7.30am to 11.30pm, 7 days): 1800 010 120
- Kids Helpline on 1800 55 1800 or visit <https://kidshelpline.com.au/>
- Lifeline Australia on 13 11 14 or visit www.lifeline.org.au/

If you're concerned about your behaviour, or feel like you're at risk of using violence against people you care about, information and support is available via www.qld.gov.au/stopusingviolence