

Domestic and Family Violence Prevention Month

Stakeholder communication kit – May 2024

Domestic and Family Violence Prevention Month is a community initiative held in Queensland each **May** to:

- raise community awareness of domestic and family violence and coercive control
- call upon Queensland communities and organisations to take action to end violence against women and their children.
- promote support options available for people impacted by domestic and family violence.

The 2024 theme is: **It's in our control to end coercive control.**

This month is an opportunity for all Queenslanders to take a stand against domestic and family violence and coercive control and reinforce that violence against women is never okay and will not be tolerated in our communities.

We encourage you to add your voice to this campaign and promote Domestic and Family Violence Prevention Month 2024 to build a safer Queensland for all.

The **Coercive Control Communication Framework 2024-27** is also in place as a best practice guide for relevant communications. This is available via www.qld.gov.au/coercivecontrolcommunicationframework

More information on the Government's progress delivering the Women's Safety and Justice reform program is available via www.qld.gov.au/womenstaskforceresponse

What can you do to promote the campaign?

- Share this communication kit with your stakeholders and networks.
- Include an article in an e-newsletter or your workplace intranet.
- Share a post on social media.
- Download and use the branded resources via www.qld.gov.au/dfvpmmonth
- Start a conversation about domestic and family violence and coercive control.
- Ensure you know the support options available for Queenslanders.
- [List an event](#), or [find an event](#) to attend during Domestic and Family Violence Prevention Month.

Key Messages

Domestic and Family Violence Prevention Month

- Domestic and Family Violence Prevention Month is an annual initiative held to reaffirm commitment to ending all forms of domestic and family violence, including coercive control, in Queensland.
- This Domestic and Family Violence Prevention Month is a reminder that *'It's in our control to end coercive control'*. It's important to know we can all make a difference and should take an active role to prevent and respond to violence against women.

DFV and coercive control

- Coercive control is a pattern of deliberate and abusive behaviours:
 - used by one person to control another person in a relevant relationship
 - used to create a climate of fear, isolation, intimidation and humiliation
 - that over time will limit a person's freedom, agency and independence

- that have a cumulative effect.
- Coercive control is almost always an underpinning dynamic of domestic and family violence.
- Domestic and family violence and coercive control is gendered violence, disproportionately impacting women and their children.

Government reforms and whole-of-community action

- The Queensland Government has strengthened laws to address the patterned nature of coercive control and better support victim-survivors and hold people using violence to account.
- Domestic and family violence and coercive control is a serious and pervasive issue that requires action from all facets of the Queensland community.
- Gender inequality and engrained harmful attitudes and behaviours towards women are key drivers of domestic and family violence. Queensland corporates and communities have a key role to play in domestic and family violence prevention – changing the culture and challenging the harmful attitudes that underpin this form of violence in our community.
- It will take collective, sustained effort to end domestic and family violence in Queensland. Everyone has a role to play.
- The workplace plays a key role in addressing domestic and family violence and coercive control, building awareness of all forms of abuse, and providing 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 domestic and family violence.

Support for Queenslanders

- Everyone deserves to be safe and feel safe, and live free from the threat or experience of domestic and family violence.
- Support is available for all Queenslanders impacted by any form of domestic and family violence.
- Help and support is available for anyone impacted by [domestic and family violence](#).
 - 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 confidential support, including 24-hour crisis support and suicide prevention, and referral, you can contact Lifeline Australia on 13 11 14 or visit www.lifeline.org.au/
 - For confidential support and referral, you can contact the Kids Helpline on 1800 55 1800 or visit <https://kidshelpline.com.au/>
 - For information, services and support for people impacted by domestic and family violence and coercive control, visit www.qld.gov.au/domesticviolence or contact DVConnect via:
 - DVConnect Womensline (24/7): 1800 811 811
 - DVConnect Mensline (9am to midnight, 7 days): 1800 600 636
- While the standalone offence for coercive control has not commenced and is not currently an enforceable offence in Queensland, there are support options available for Queenslanders.
- For Queensland Government employees affected by domestic and family violence access more information on workplace support [here](#).

Promotional assets

Access more information and promotional assets via www.qld.gov.au/dfvpmmonth

Proposed content

Channel	Copy
<p>E-newsletter / Intranet article</p> <p><i>Download promo assets</i></p> <p>www.qld.gov.au/dfvpmmonth</p>	<p>Domestic and Family Violence Awareness Month 2024 – It’s in our control to end coercive control</p> <p>May marks Domestic and Family Violence Awareness Month – a community and sector-led initiative held annually in Queensland to raise awareness and understanding of domestic and family violence and coercive control.</p> <p>This year is a reminder that ‘<i>It’s in our control to end coercive control</i>’ and by coming together and rejecting the harmful attitudes and behaviours engrained in our communities that allow domestic and family violence to endure we can make Queensland safer for all.</p> <p>As gendered violence that disproportionately impacts women and their children, it is important we challenge these behaviours and attitudes in our societies that drive violence against women, fuel gender inequality and enable domestic and family violence and coercive control to threaten the safety of our Queensland communities.</p> <p>This month presents an opportunity for Queenslanders to reaffirm their individual, community and organisational commitment to keep women and their children safe by ending all forms of domestic and family violence, including coercive control.</p> <p>This Domestic and Family Violence Prevention Month you can:</p> <ul style="list-style-type: none">• find an event to attend via the events calendar• find information about domestic and family violence and coercive control• find out able the help and support options available <p>[Include information on what your workplace/organisation/community group is doing to address domestic and family violence and how you’re supporting employees impacted by this form of violence]</p> <p>[Include any relevant workplace EAP services]</p> <p>Everyone has a role to play in stopping this form of violence in our workplaces and communities and in safeguarding the welfare of all Queenslanders.</p> <p>Support is available for anyone impacted by domestic and family violence.</p>

	<p>For confidential crisis support and counselling 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 • In an emergency, call Triple Zero (000) and ask for Police.
<p>Social media post</p> <p><i>Download promo assets</i></p> <p>www.qld.gov.au/dfvpmmonth</p>	<p>Domestic and Family Violence Prevention Month is an annual community initiative held each May in Queensland, to raise awareness and understanding of domestic and family violence and coercive control in our communities.</p> <p>This year we're calling on all Queenslanders to reaffirm their commitment to challenge the harmful attitudes and behaviours that allow disrespect toward women and gender inequality to endure in our communities.</p> <p>It is our responsibility to change the culture that enables domestic and family violence to continue and take action to create a safer Queensland for all.</p> <p>It's in our control to end coercive control.</p> <p>Find ways to get involved this month, via www.qld.gov.au/dfvpmmonth</p> <p>Find more information and support, via www.qld.gov.au/domesticviolence</p> <p>#endDFV #endcoercivecontrol #DFVPM2024</p>
<p>Social media post</p> <p><i>Download promo assets</i></p> <p>www.qld.gov.au/dfvpmmonth</p>	<p>We're calling on all Queenslanders to take a stand against coercive control and domestic and family violence and challenge the harmful attitudes and behaviours that allow violence against women to endure in our communities.</p> <p>Domestic and family violence and coercive control is never okay and it's in our control to put an end to it.</p> <p>Find more information and support, via www.qld.gov.au/domesticviolence</p> <p>Find ways to get involved this month, via www.qld.gov.au/dfvpmmonth</p> <p>#endDFV #endcoercivecontrol #DFVPM2024</p>
<p>Social media post</p> <p><i>Download promo assets</i></p> <p>www.qld.gov.au/dfvpmmonth</p>	<p>Domestic and family violence and coercive control is never okay. Everyone deserves to feel safe from this form of violence in Queensland. Help and support is available for anyone impacted by domestic and family violence. Find more information and support, via www.qld.gov.au/domesticviolence</p> <p>#endDFV #endcoercivecontrol #DFVPM2023</p>