Coercive Control Communication Framework 2024–2027

Version 1   2024

Queensland Government
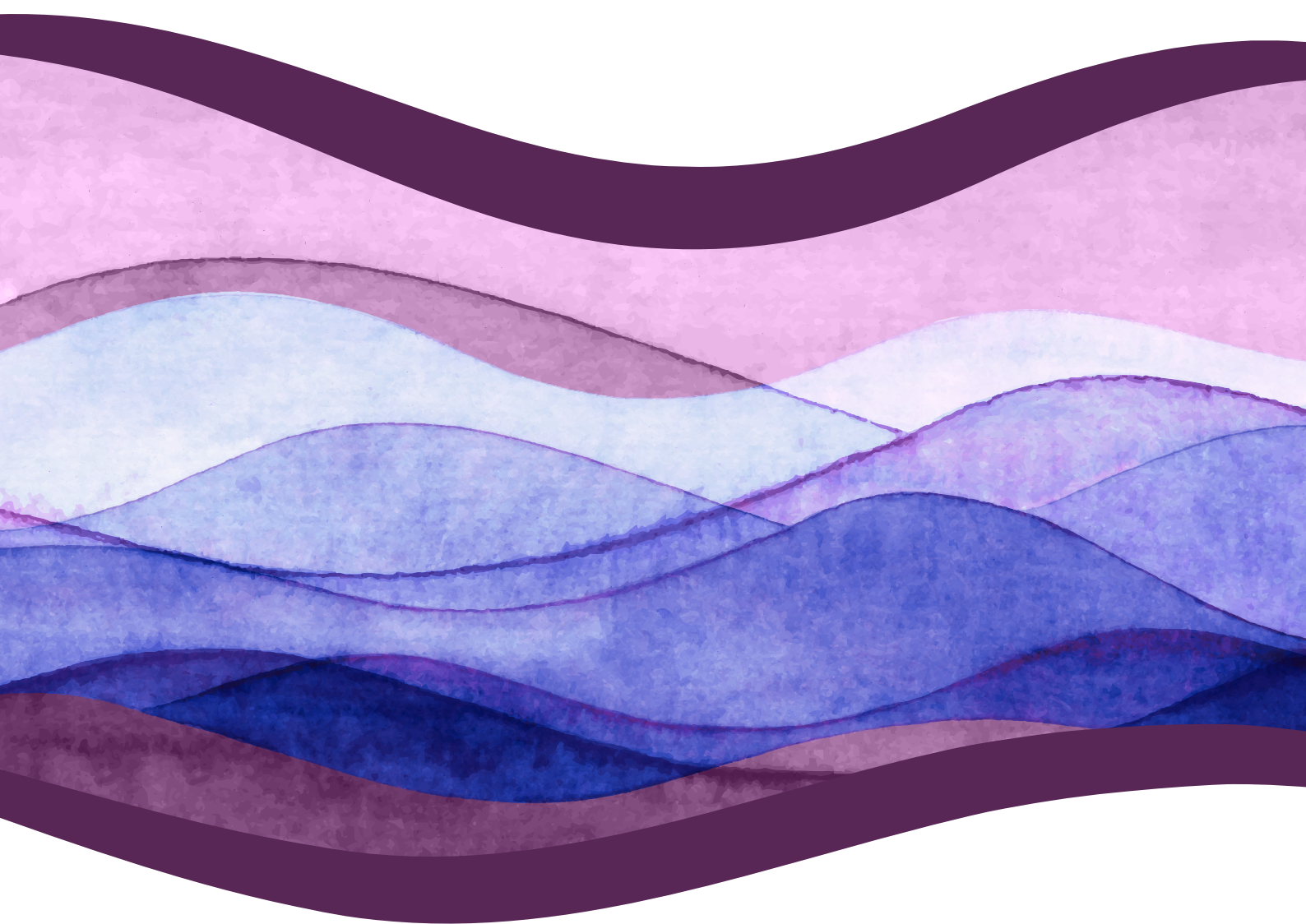
Content Warning

This document contains references to coercive control and domestic and family violence and may be distressing for some readers.

Support Options

For information and local support options: www.qld.gov.au/domesticviolence

For free and confidential crisis support, counselling and referrals:

- 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

Acknowledgement of Country

We proudly acknowledge Aboriginal and Torres Strait Islander communities in Queensland and their ongoing strength in practicing the world's oldest living culture. We acknowledge the Traditional Owners of the lands and waters on which we live, work, learn and play, and pay our respects to Elders past and present. We acknowledge the ongoing leadership role of Aboriginal and Torres Strait Islander communities in addressing coercive control and domestic and family violence. We join with Aboriginal and Torres Strait Islander peoples to eliminate violence from all communities.

Throughout the documents the terms First Nations peoples and Aboriginal and Torres Strait Islander peoples is used interchangeably rather than 'Indigenous'.

Acknowledgement of victims and victim-survivors

We acknowledge and pay our respect to people who have been impacted by coercive control and domestic and family violence and acknowledge their resilience and courage, and to those who have tragically lost their lives to this form of violence in Queensland. Victim-survivors remain at the forefront of our work and reform efforts.

Interpreting Service

Need help in your language? Call 13 40 50 and ask for an interpreter.

Creative Commons

Contents

Executive Summary

The Queensland Government is committed to taking action to end domestic and family violence, including coercive control, in Queensland.

The **Coercive Control Communication Framework 2024–2027** (the Framework) has been developed in response to a recommendation by the Women's Safety and Justice Taskforce (detailed in *Hear Her Voice – Report 1: Addressing coercive control and domestic and family violence in Queensland*).

Among other key recommendations to government, the Hear Her Voice Report 1 outlines a key responsibility of government to **continue to raise awareness and understanding in the community regarding domestic and family violence and coercive control**.

Recommendation 5, Hear Her Voice Report 1
The Queensland Government develop and adequately resource an overarching communication strategy to increase community awareness and understanding about the nature and impacts of domestic and family violence including coercive control and to clearly explain changes to the law. The strategy will aim to increase awareness and understanding about coercive control, provide information about how bystanders can help, support victims to access services and supports and encourage perpetrators to get help early to change their behaviour. It will also support the implementation of changes to the law including the introduction of new offences and potential consequences for perpetrators.   The strategy should incorporate: • targeted community-specific awareness campaigns including First Nations people, people from culturally and linguistically diverse backgrounds, people with disability and LGBTIQA+ peoples   • exploring the use of multiple channels and modes to target messages effectively to specific groups   • developing a proactive public relations and media strategy   • creating accessible resources about domestic and family violence including coercive control and the new legislation and should incorporate a standalone website with accessible information in plain English about the nature and impact of domestic and family violence and how to seek help.

In addition, **Recommendation 8, Hear Her Voice Report 1** recommended that:

The Queensland Government, as part of the overarching communication strategy, work with First Nations people, people from culturally and linguistically diverse backgrounds, people with disability, and LGBTIQA+ people (including in local communities) to develop resources about coercive control and changes to the law.

In response to these recommendations, the Framework has been developed to reflect a contemporary understanding of domestic and family violence in Queensland, including coercive control, and responds to an immediate community need to establish clear and shared awareness, understanding and recognition of coercive control and domestic and family violence.

The Framework is intended to guide Government's implementation of a culturally-safe and trauma informed community education program to increase community awareness and understanding of the nature and impacts of coercive control and domestic and family violence.

Further, the Framework also provides a best practice approach for communicating with Queenslanders on the issues of coercive control and domestic and family violence, and as such can be used more broadly by organisations and individuals as guiding material.

The Framework will be delivered concurrently with the *Domestic and Family Violence Prevention Communication and Engagement Strategy 2016–2026* and *Respectful relationships education* in Queensland schools.

The Framework involves taking diverse approaches to improving community awareness, understanding and recognition of, and attitudes and behaviours towards coercive control and domestic and family violence.

The publication of the Framework – and the subsequent delivery of communication campaigns raise awareness and understanding in the community regarding domestic and family violence and coercive control – will fulfil Recommendations 5 and 8 of the Hear Her Voice Report 1.

Focus areas of the Framework, and subsequent community education programs, include to:

- build a **shared understanding** of coercive control and domestic and family violence
- maintain visibility that coercive control and domestic and family violence is **gendered violence**
- acknowledge the **unique needs and experiences** of diverse audience groups in Queensland
- prioritise **supported decision making** of victim-survivors
- **build community engagement** and leverage trusted voices
- **work with priority audience groups** to ensure effective messaging and creative approaches
- commit to **ongoing monitoring and evaluation.**

As the Framework is implemented across multiple years we aim to see:

- increased levels of awareness and understanding of coercive control and domestic and family violence across all Queensland communities
- shared understanding of the seriousness of coercive control and all forms of domestic and family violence
- increased community confidence and ability to support someone who may be impacted by coercive control and domestic and family violence
- increased awareness of support pathways
- increased confidence and intention to report violence and seek support
- clear understanding of relevant laws and potential consequences in Queensland
- shared understanding of what constitutes a healthy relationship.

Momentum of the nationwide drive to end violence against women and their children must be harnessed to continue to address coercive control and domestic and family violence in Queensland, and to deliver and sustain meaningful and positive attitude and behaviour change in our communities.

This Framework outlines the Government's approach to raising community awareness and understanding of coercive control and domestic and family violence, to help make Queensland a safer place for all.

Note: at the time of publication, the *Criminal Law (Coercive Control and Affirmative Consent) and Other Legislation Amendment Bill 2023* was before the Queensland Legislative Assembly.

Coercive control in domestic and family violence

What is coercive control

Coercive control is a pattern of deliberate 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 can:

- often start small and intensify over time
- be subtle, insidious and difficult to recognise as abuse
- include different forms of abuse, which may be physical or non-physical
- vary in frequency, range and can occur across distance and time.

The *National Principles to Address Coercive Control in Family and Domestic Violence* provides the following explanation:

- People using violence exert power and dominance over victim-survivors using patterns of abusive behaviours over time that create fear and deny liberty and autonomy. People using violence can use physical or non-physical abusive behaviours, or a combination of both.

The *National Principles to Address Coercive Control in Family and Domestic Violence* also make clear:

- Behaviours or behaviour patterns that do not exhibit these characteristics, such as a victim-survivor's use of retaliatory violence or self-defence against a person using violence, **are not coercive control**. Understanding this distinction is important to **avoid misidentification of victim-survivors** of coercive control as people using violence.

How does coercive control relate to domestic and family violence

The *National Principles to Address Coercive Control in Family and Domestic Violence* explains coercive control as 'almost always an underpinning dynamic of domestic and family violence'.

Coercive control is the deliberate and rational **pattern of behaviours** used against another person to manipulate and control them and limit their freedom and agency.

Domestic and family violence describes **abuse and violence** used by one person against another in a relevant relationship to maintain power and control over that person.

A person using coercive control will engage in a course of conduct against another person that consists of any form of domestic and family violence occurring on more than one occasion.

Relevant relationships

Coercive control and domestic and family violence only applies in the specific context of relevant relationships. This includes:

- a current or former domestic/intimate/romantic personal relationship
- a family relationship between relatives, noting that some cultures and communities have a wider concept of "relative", for example, Aboriginal and Torres Strait Islander peoples, some multicultural communities, and people with particular religious beliefs
- an informal (unpaid) carer relationship.

It does not include other forms of violence that may be experienced, such as:

- child abuse
- abuse within a formal (paid) carer relationship
- peer-to-peer (e.g. friends, work colleagues, neighbours) violence, abuse or bullying.

Who can experience coercive control and domestic and family violence

Coercive control and domestic and family violence is gendered violence. It disproportionately impacts women and their children and is primarily violence used by men. However, it can impact anyone regardless of age, gender, sexual orientation, ability, ethnicity, cultural background or location.

Different experiences of coercive control and domestic and family violence

Coercive control and domestic and family violence doesn't look the same to everyone, and unique forms of abuse or additional barriers to reporting violence and seeking help can exist within different cultural contexts and across communities.

This is not a complete and exhaustive list of abusive behaviours that may be experienced in the context of coercive control and domestic and family violence, but examples include:

- social isolation
- financial control
- emotional abuse
- stalking and surveillance
- animal cruelty
- verbal abuse
- psychological abuse and gaslighting
- systems abuse
- love bombing – excessive and accelerated attention and affection
- threats to harm you or a loved one or pet or themselves
- technology-based abuse – harassing you via platforms and devices, installing spyware
- micromanagement – controlling what you wear, eat and do
- sexual violence and reproductive control
- physical violence – strangulation, hitting, kicking and punching.
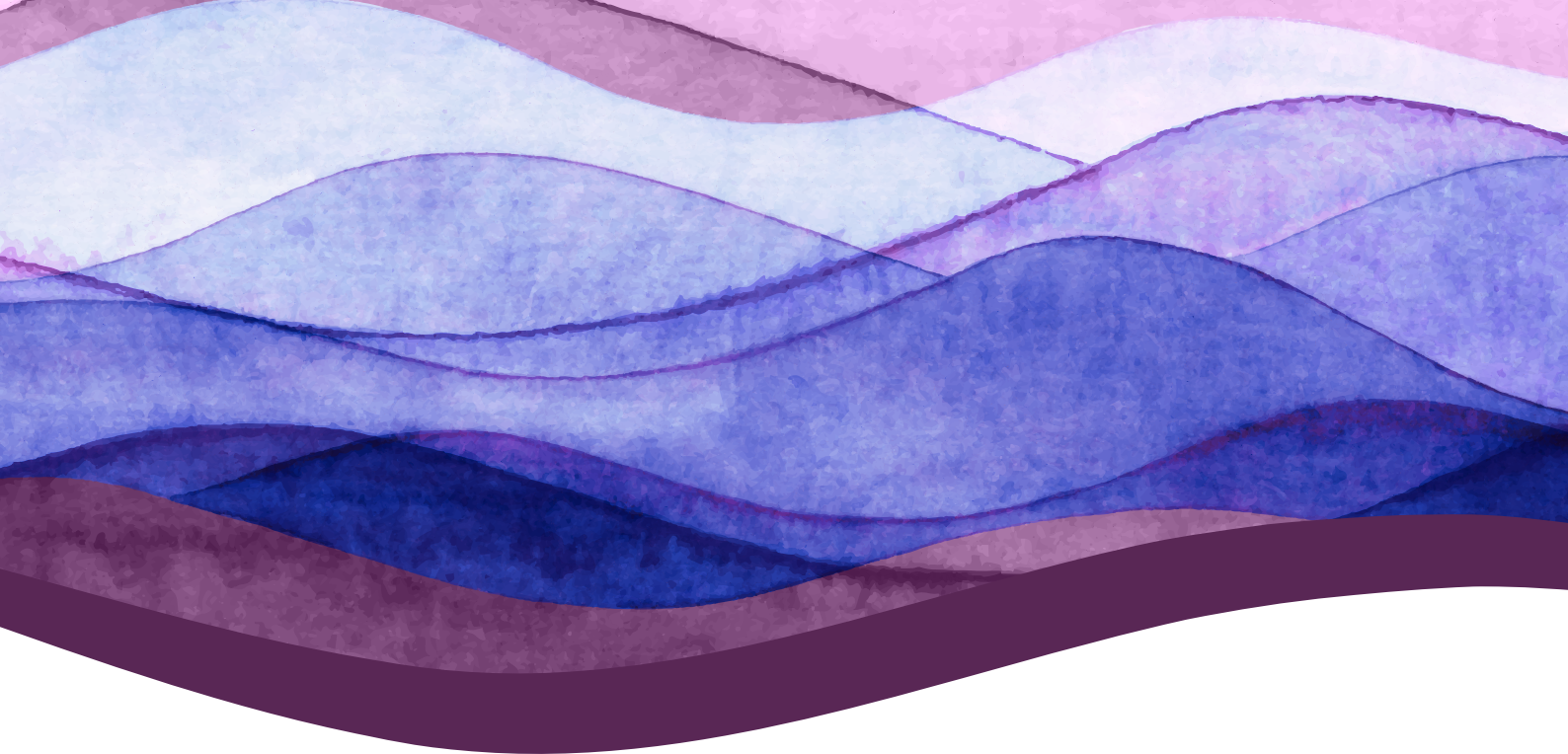
PART 1:
Research supporting the Framework

What has informed the Framework

The Framework brings together findings from comprehensive research and stakeholder consultation conducted throughout 2023 to inform a community education program approach to increase Queenslanders' awareness and understanding of coercive control and all forms of domestic and family violence.

This included:

- an environmental scan and review
- a Coercive Control, Domestic and Family Violence and Sexual Violence Community and Stakeholder Design Forum
- social and market research on community attitudes towards domestic and family violence including coercive control
- digital user experience community research.

Environmental scan and review

An environmental scan and review was conducted to answer the following key questions:

1 What do we know about **the general public's awareness and understanding** of DFV and coercive control issues?

3 What do we know about other **communication and engagement strategies and campaigns** about DFV and coercive control?

2 What **messages, sentiments and key issues/priorities** are currently being used or raised in public conversations?

4 What do we need to know about **current understanding and research** on DFV and coercive control (including legislation changes)?

It included a review of publicly available research, an environmental scan of media and public sentiment and a review and collation of a selection of existing communication campaigns in relation to domestic and family violence and coercive control. The desktop review looked at Queensland, national and international research, resources and campaigns.

Insights from the review:

- Queenslanders are less likely to recognise and report non-physical forms of domestic and family violence than physical forms of domestic and family violence.
- There are various coercive control definitions available nationally and internationally.
- Stories and case studies are a common feature of domestic and family violence communication campaigns, and appear to be effective in helping to communicate about signs, impacts and what constitutes domestic and family violence and coercive control.
- Many coercive control campaigns showcase abusive behaviour that may not be well known / understood as domestic and family violence and coercive control. These are often done by sharing 'every-day' style scenes in an abusive relationship such as telling someone what to wear, or who they can or cannot talk to.
- Coercive control campaigns tend to focus on identifying the 'signs' or 'red flags' in a romantic relationship.
- Effective campaigns include targeted creative, imagery and messaging to priority population groups such as First Nations peoples, culturally and linguistically diverse communities and young people.
- Conversation guides and toolkits are often used to help intermediaries in the community start and guide conversations – community education is considered important to improve knowledge of domestic and family violence and coercive control.
- Checklists and guides can be useful for bystanders and close contacts, including for taking appropriate responses / actions and for sharing messages with people using violence.

Coercive Control, Domestic and Family Violence and Sexual Violence Stakeholder and Community Design Forum

The design forum was held in October 2023 with key stakeholders in Queensland to inform the Framework. Representatives from the domestic, family and sexual violence sector, community organisations, advocacy representatives, academics, government and media participated in a series of design-thinking activities to:

- inform guiding **communication principles** of the Framework
- develop **messaging** to help raise awareness and understanding of coercive control within communities
- identify **communication needs** for different types of situational personas
- understand communication needs for **priority audience groups** – including Aboriginal and Torres Strait Islander communities, culturally and linguistically diverse communities, people with disability, people in regional and rural areas, LGBTIQA+ communities and young people
- showcase and understand the good work happening at the grassroots level and **opportunities to leverage and expand** on that work to benefit the broader Queensland community
- gain **feedback on existing campaign resources** and materials in other jurisdictions and internationally to ensure the Framework builds on what is already working.

Insights from the design forum:

- Tailoring communication for different priority population groups.
- Making sure we communicate in simple and plain language.
- Use of story-telling and case studies from real people with lived experience.
- Having a whole-of-community approach.

Key themes arising from the design forum

Raise awareness and show examples of patterns of behaviours and abuse

Participants in the design forum suggested that messages and communication should have a focus on demonstrating **coercive control is a pattern of deliberate behaviours and abuse** that may not be immediately recognised as forms of violence and abuse.

Communication needs to help victim-survivors, bystanders, community members and people using violence to recognise these patterns of behaviour.

Use clear, direct and plain language

Direct and plain language must be used to help reduce uncertainty and make information about coercive control and changes to the laws easy for people to understand.

Clear examples of the potential signs of coercive control are particularly important as unlike physical violence, **non-physical forms of domestic and family violence can be harder to identify**.

Healthy relationships told through stories and examples

It was clear a continued focus on building awareness and understanding of **healthy and respectful relationships for all Queenslanders** is required.

Focusing on using stories and examples of what a healthy relationship looks and feels like was seen as an effective method for all audience groups.

Removing barriers to action

It was acknowledged there are many reasons why people may not take action when they suspect they, or someone they know, is experiencing domestic and family violence, including coercive control.

Participants of the design forum reiterated the Framework needs to build confidence to seek support and advice, and support services, organisations, peers and influencers to recognise and help remove barriers to action.

Different journeys; different approaches

People experience and respond to situations differently and the Framework requires different approaches to support audiences at their current point in their journey.

Tailored approaches for different audience groups, recognising intersectional diversity, are vital to raising community awareness and understanding of coercive control.

Working with priority populations

Engaging with priority audience groups, including those with lived experience, is vital to develop, test and deliver a culturally-safe and trauma informed community education program.

Social and market research on community attitudes towards domestic and family violence including coercive control

Quantitative and qualitative community research was undertaken to inform the Framework. The research activities comprised of:

- a series of 20 focus groups conducted with Queensland residents in September 2023
- an online survey of 2,094 Queensland adults and 201 young Queenslanders (aged 12 to 17 years) conducted in October – November 2023.

The three primary objectives to the research were to:

- to measure current levels of awareness and understanding of domestic and family violence and coercive control
- identify insights or recommendations for the domestic and family violence and coercive control communication and engagement program, based on these findings
- establish a baseline understanding of coercive control from which an evaluation program can be developed.

Community insights from the social and market research:

- Knowledge of and confidence in discussing domestic and family violence varies across the Queensland community.
- Among peers, family and friends, domestic and family violence isn't talked about without a reason. It isn't necessarily a top-of-mind topic without cause.
  - Triggers that prompt discussion tend to be specific incidents that are reported in mainstream media.
- Not all Queenslanders are aware of the term coercive control or its connection to domestic and family violence.
  - Awareness is lower among young people (12 – 17 years old) than adults (18+ years old).
  - Awareness is relatively higher within people with disability and LGBTIQA+ populations, but much lower among Aboriginal and Torres Strait Islander peoples.
- Most Queenslanders believe domestic and family violence, including coercive control, is prevalent across Australia but not in their local community.
- Most Queenslanders think that men and women are equally likely to perpetrate non-physical forms of domestic and family violence, including coercive control, but men are more likely to use physical forms of domestic and family violence.
- One in five people believe coercive control behaviours to be normal and often occurring in relevant relationships.
- Almost one in four young Queenslanders (12 – 17 years old) consider the overall harm caused by coercive control to not be that serious.
- Queenslanders believe it is important for government to communicate about domestic and family violence, including coercive control.

Digital user experience community research

User journey interviews were undertaken with 49 people to create **audience personas and journeys** to help inform and structure relevant websites and digital resources, which are likely to be a key communication channel when delivering communication campaigns informed by the Framework.

People interviewed were from priority audience groups including Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities, LGBTIQA+ communities, young people, older people, and people with disability.

Insights from the user experience research:

- The journey someone takes when experiencing domestic and family violence is complex, it is not linear, and the information people need in each stage of their journey varies significantly.

- People seeking online information and support for domestic and family violence are most often feeling overwhelmed, experiencing extreme levels of stress, and often feel confused when faced with the challenges of navigating a complex system.

- There is a need to raise awareness around healthy relationships and how to identify and respond to domestic and family violence, what support services are available, and what to expect in the process of receiving support and leaving a harmful relationship.

Insights that can shape communication with priority populations

It is recognised that many people can identify with more than one priority population.

Audience: Aboriginal and Torres Strait Islander communities	
Research and stakeholder insights	**Communication implications**
More likely to experience coercive control, but have less awareness of it • Aboriginal and Torres Strait Islander women are overrepresented in experiencing both domestic and family violence and coercive control[1]. • Coercive control can manifest in unique ways within Aboriginal and Torres Strait Islander communities, e.g. threat of child removal and denying rights to cultural practice[2]. • Queensland research shows Aboriginal and Torres Strait Islander people are less likely to have heard of coercive control with 65% reporting having not heard of the term[3]. **Understanding what healthy and respectful relationships look like** • Intergenerational trauma, socio-economic pressures and relational power imbalances can have a compounding affect within communities, and limit exposure to examples of healthy relationships and alternative solutions to people experiencing domestic and family violence. • There can be an increased perception of shame attached to discussing or seeking support outside of the family[4]. **Mistrust of systems and supports, and barriers of reporting** • There is systemic mistrust in Aboriginal and Torres Strait Islander communities due to historic injustices, impacting people using violence and victim engagement with criminal justice and support systems[5]. • There are unique barriers of reporting of domestic and family violence within Aboriginal and Torres Strait Islander communities including the inherent fear of children being taken away and fear of retribution within community. **Action by bystanders can be more difficult** • Aboriginal and Torres Strait Islander bystanders may initially try and discuss abuse with the person thought to be experiencing it. However, addressing this with the victim-survivor has historically been less successful and may result in bystanders not continuing to offer or provide support[6]. **Diversity of communication needs and contexts** • Diverse cultural and geographic influences on Aboriginal and Torres Strait Islander communities influence awareness, understanding and help-seeking behaviours[7].	All communication to be developed with consideration of **cultural context**. This will be achieved by **co-designing resources with local decision-making community members and testing** to ensure messages and language are appropriate. Communication should be shared using **trusted channels and local Aboriginal and Torres Strait Islander intermediaries**. Communication should reassure community about confidential and **culturally safe access to help** and provide easy to understand information on **ways to seek help and what to expect,** and emphasis on **describing and identifying signs of healthy and respectful relationships.** Clear information about the **relevant relationships** covered under the **proposed coercive control offence.** Ensure **easy access to tailored resources** within the community and on the portal. Communication should feature stories from diverse voices and locations, and should ensure cultural nuances are accounted for, with plain, factual language, including visual materials and audio translations to First Nations languages such as Wik and Torres Strait Creole.

Audience: Culturally and linguistically diverse communities	
Research and stakeholder insights	**Communication implications**
More likely to experience coercive control, but have less awareness of it • Women from migrant and/or culturally and linguistically diverse backgrounds are overrepresented in experiencing both coercive control and domestic and family violence. • There are similar levels of awareness and understanding of coercive control to people from non-culturally and linguistically diverse backgrounds. However, the perception of how common it is in their community is significantly lower than for people from non-culturally and linguistically diverse backgrounds. **Mistrust of systems and supports** • There can be a mistrust of the police and systems, including child protection systems[8]. **Different cultural perceptions of domestic and family violence and coercive control** • Cultural differences can lead to different perceptions of domestic and family violence, including coercive control. For example, some abusive behaviours may be normalised in some cultures. This accepted norm can delay a person's decision to seek help and escape an abusive relationship. **Language barriers** • Language barriers can make it difficult to communicate experience, understand rights and access necessary services. These barriers can result in misinterpretations and lack of awareness of the gravity of the situation and hinder help-seeking. • Where language is a barrier, victims are more likely to be misidentified as people using violence and for people using violence to frame victim-survivors as aggressors[9]. **Lower awareness of supports** • There can be a lack of awareness of support available, including government support such as emergency residency visas which can offer a lifeline to those dependent on abusive partners for residency. • For some, there may be a lack of local extended family network for support. This isolation can exacerbate vulnerability, dependence and mean a lack of safety net during times of crisis.	**Co-design and test communication messages and resources** with culturally and linguistically diverse communities. **Feature stories from diverse voices and locations** to help this audience understand how coercive control can look in their communities and create more relevance for better understanding potential actions to take when seeking support. Ensure information is reassuring – including emergency residency visa information for people on partner visas. Communication should be shared using **trusted channels,** e.g. culturally and linguistically diverse media including in language, **and trusted culturally and linguistically diverse and religious leaders and intermediaries.** **Communication needs to be developed with established and emerging Queensland multicultural communities** to ensure cultural nuances are accounted for, with stories and examples as told by people of culturally and linguistically diverse background to help normalise help-seeking behaviours. **Language should be plain, factual and avoid colloquialisms** to support translations, and translations should be done in **top languages with low English proficiency** in Queensland. Language barriers can also be overcome through use of **visual materials (animations) and audio translations**.

Audience: LGBTIQA+ communities	
Research and stakeholder insights	**Communication implications**
Higher awareness • Awareness and understanding of coercive control and domestic and family violence is high within the LGBTIQA+ community. There is a higher understanding of the seriousness and long-term effects of coercive control and the impact of abusive behaviours. **Diverse experiences** • The LGBTIQA+ community is diverse and so are the challenges faced by people within the community. The challenges faced by a transgender person can be different to those experienced by a bisexual individual. • There is a common misconception that domestic and family violence is less prevalent in LGBTIQA+ relationships or that certain dynamics mean there is less likely to be abuse. These misconceptions can lead to a lack of recognition of the seriousness of the issue within this community. **Specific fears related to LGBTIQA+ status** • There can be a fear of being 'outed' for people not openly identifying as LGBTIQA+. This can be a significant barrier to reporting abuse or seeking support. This fear can also be leveraged by a person using violence as a form of control. • Some unique experiences of domestic and family violence, including coercive control, can include being shamed for being an LGBTIQA+ person, being threatened with disclosure of HIV status, or withholding hormones or medication. **Distrust of police and services** • There is a mistrust of police and support services. This mistrust can deter victim-survivors from seeking support for fear they won't be treated fairly or with compassion. • Support services and practitioners can struggle to view intimate partner violence outside of a heterosexual framework, and/or assume that the violence is mutual[10].	Work with the LGBTIQA+ community in **developing and testing messaging**, materials and communication activities, particularly to develop help-seeking messaging so community members feel more comfortable in taking action. Messaging and materials should **focus on 'action'** – including supporting victim-survivors and bystanders. In communication and resources, depict a range of scenarios and examples of coercive control **demonstrating the diversity within the LGBTIQA+** community. Emphasise the **confidential nature of support available** (where applicable). Have a focus on **unique examples** of coercive control, including threats to 'out' a person, or withholding medication and hormones.

People with disability	
Research and stakeholder insights	**Communication implications**

Higher awareness

- People with disability are more likely to report awareness and understanding of coercive control than those without disability. People with disability are in strong agreement about the seriousness of '*a person repeatedly criticising and humiliating another*' with 92% agreeing compared to 85% of people without disability.

- While confidence in identifying someone who is experiencing coercive control is low (18%), it is higher than those without disability (14%).

- However, women with intellectual or psychological disability are the most likely to experience emotional partner abuse (12%) and are more susceptible to coercive control.

Issues with finding and accessing support

- People with disability are subject to the same kinds of violence and abuse in the home as people without disability, but they often have less access to support to address it or seek help.

- Consistent with other groups, approximately one third of people with disability were confident they could find information or support if someone they knew was experiencing coercive control.

- Disability can inherently increase vulnerability, both physically and emotionally, and this can act as a barrier to accessing support.

Reliance on others and systems

- Some people with disability are heavily reliant on their carers, which can create an exploitable power dynamic if the carer is also the person using violence. This can make it exceedingly difficult for the person with disability to consider leaving the abusive situation.

- Navigating a complex system of support services and accessing the legal system can be daunting and inaccessible with additional barriers faced by people with intellectual disability.

Financial considerations

- Some people with disabilities rely on a disability pension, which can mean limited financial resources, and this can be a significant barrier for leaving an abusive relationship and establishing independence.

Accessible information is critical with communication to provide examples of the unique forms of domestic and family violence and coercive control, **specific to this audience** group as well as what supports are available.

Real life, strength-based stories from people with disability who have experienced domestic and family violence and sought support[11].

Clear information about the **relevant relationships** (informal care arrangements) covered under the **proposed coercive control offence**.

Clear **information about what to expect when seeking help from support services** should be included.

Communication **delivered through intermediaries**, such as support workers, is important but caution is needed to make sure people see the information as credible and appropriate to be shared.

People need **specific information about how they will be supported** if they leave an abusive relationship. Clear, accessible information and guidance is crucial to help people understand options and rights.

Easy read, audio and Auslan translations, braille and screen reader friendly formats of key information products is important.

Young people	
Research and stakeholder insights	**Communication implications**

Responding to low awareness levels

- Younger Queenslanders have the lowest levels of awareness and understanding of coercive control. However, 91% (highest agreement) say '*it is important to communicate impacts of coercive control*'[12].

- Education programs in schools are an effective way to teach young people about healthy relationships, consent and signs of domestic and family violence.

- Due to limited life experience, some young people may not be aware of what a healthy relationship is.

Preventing coercive control

- Young people are critical in the prevention of coercive control, before patterns of behaviour are normalised and become more difficult to break.

- Young people not engaged in formal education are vulnerable to domestic and family violence and require information/adapted programs[13].

Identifying and acting on domestic and family violence and coercive control[14]

- Confidence in identifying someone experiencing coercive control is low (11%).

- In relation to technological stalking as a form of coercive control, young people may find some of this behaviour to be normal and may find it difficult to recognise this as a red flag.

- For those that reported seeing or being aware of someone close to them experiencing coercive control (21%), the most common actions were to not intervene or seek information (32%), followed by offering support or advice to the victim (30%).

Gender and representation[15]

- Young people need to be able to see themselves reflected in communication resources and materials.

- Young people feel it's important not to demonise or alienate young men, as this could be counterproductive to primary prevention efforts.

Consequences for actions

- Communicating consequences was seen as very important to young people. They were much more likely to agree with the statement '*Changes to the law make it clear that coercive control and all forms of domestic and family violence are serious*'[16].

Messaging should help young people to **recognise and challenge rigid gender stereotypes** and norms that tolerate violence and disrespect and **provide early information on what coercive control is to raise awareness** and recognise this form of abuse within relevant relationships.

These messages should be positive, encouraging and aim to **support young people to have healthy relationships**.

Young people exposed to, or experiencing domestic and family violence, require unique support options and messaging should direct to child focused support options.

Messages should support young people to know about and participate in **safe, age-appropriate, help-seeking behaviours**.

Given the varying age in this group, communication efforts, messaging and delivery should be **tailored to be age appropriate.** Communication delivered both **in the school setting and other places to reach young people** who may not be at school.

Target impact areas such as ads and organic content on social media and in places where young people are likely to frequent (sporting clubs, festivals).

Regional and remote communities	
Research and stakeholder insights	**Communication implications**
Small communities make anonymity and autonomy difficult • The dynamics of small, close communities mean that people living in rural, regional and remote areas experience particular barriers to avoiding, escaping and responding to situations of domestic and family violence and coercive control. • People in small communities can be more hesitant to seek help because of fear of judgments and social repercussions[17]. • Seeking help and leaving relationships can also be harder to do safely because the local shelters and services are known to everyone. The closeness of small-town communities can also make it more difficult for bystanders to call out abusive and harmful behaviours. • It can also be easier for people using violence to intervene in and control external relationships in these communities. **Lack of local services and supports** • People living in rural, regional and remote communities have less access to support services in their local area and may need to travel long distances to get to them. This can mean that people are more reliant on online information and services. **Cultural perceptions of domestic and family violence and coercive control** • The existence of 'cultural differences' in rural, regional and remote communities, such as tendencies to conservative values and patriarchal norms, have been identified as significantly impacting attitudes and behaviours around domestic and family violence. This can mean that people in these communities are less willing to report incidents and are averse to government intervention.	Given the tight knit nature of smaller communities, messaging that addresses domestic and family violence as a whole-of-community **response** may resonate. However, given the smaller community context it can also be important to reassure people there is **confidential online and phone support** available to regional and remote areas and provided by people unknown to community. **Tailor information and resources** to contexts of people living in rural, regional and remote communities, ensuring that it's available in print and through place-based channels. Content needs to be **sensitive and responsive toward common cultural attitudes** in small, close communities. Raise awareness to **challenge patriarchal norms** and **encourage reporting and help seeking**.

| Older people	
Research and stakeholder insights	**Communication implications**
Different perspectives on domestic and family violence and coercive control • People aged 65 years and older can hold narrower or more dated views of what constitutes domestic and family violence or abusive behaviour, specifically that domestic and family violence only relates to physical forms of abuse. • People aged 55 years and older have indicated high awareness (73%) of the term coercive control. However, this age group was also the least likely to report witnessing coercive control or being aware of it in relation to someone they know (27%). • People aged 55 years and older are most likely to believe that coercive control is mostly performed by men (55%). **Disability and diminished function** • People aged 65 years and older can experience physical disability and diminished cognitive function at higher rates than other age groups. This means that many of the considerations that apply to people with disability can also apply to this age group. • This group may be less likely to recognise abusive behaviours, seek help and access support, and they may be dependent on their abuser for care or other support requirements. **Role of support networks** • People aged 65 years and older may require additional support from family and friends or other support networks for day-to-day activities, including help with advocacy and accessing services. **Engagement preferences and behaviours** • People aged 65 years and older are more likely to use more 'traditional' means of communication and accessing information, rather than using online resources or apps. • Research indicates that people in this age group are likely to respond to domestic and family violence with 'direct action' such as calling police.	People in older age groups need **clear information about domestic and family violence including coercive control**. This could include guidance about recognising indicators of domestic and family violence and coercive control in their own relationships and between other people. Information and materials about domestic and family violence and coercive control needs to be **accessible** (for people with limited cognitive function as well as other disability such as impaired sight and hearing) **and in a range of formats** (in-person, printed, online and phone). People need to be able to engage with support and assistance through interpersonal interaction. Clear information about the **relevant relationships** covered under the **proposed coercive control offence.** It is important to address **community awareness about identifying domestic and family violence and coercive control and what bystanders can do to help**, so that people can provide appropriate support and assistance to older people they engage with.
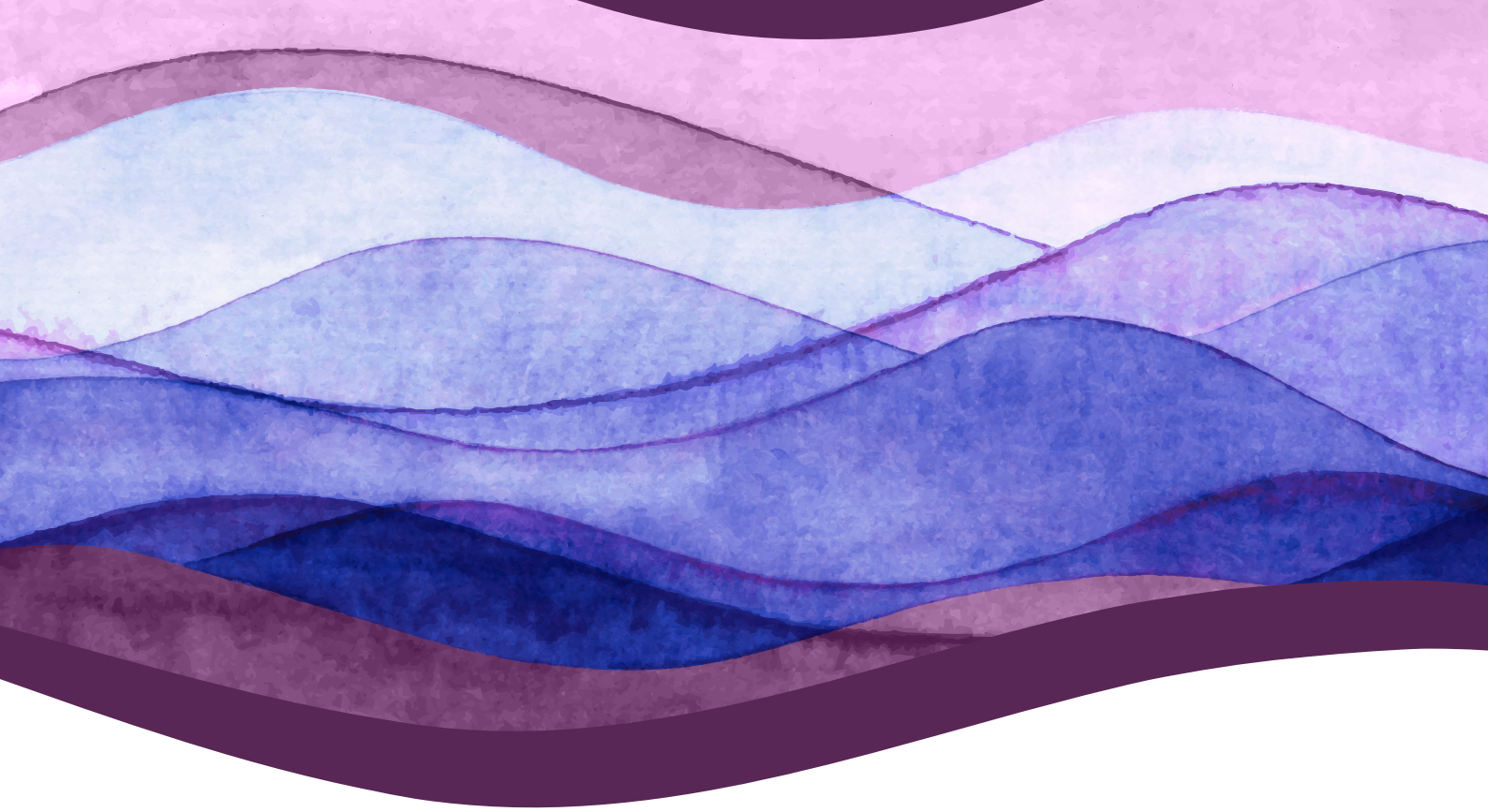
PART 2:
Strategic communication approach

Guiding communication principles

- We will build a **shared understanding** of the nature and impacts of coercive control and domestic and family violence.
- Communication and engagement will be **trauma-informed**, including:
  - acknowledging at all times the **impact words and images** can have on victim-survivors, families and the community
  - communication and messaging that **respects autonomy and choice** and that everyone is at a **different stage in their journey**.
- Communication will be **inclusive, accessible and targeted** so that diverse communities are represented and barriers to accessing support are dismantled.
  - Messages will **be direct and clear** using plain language to reduce barriers to accessing information.
  - **Diverse messaging and creative approaches** will be used to maximise reach and engagement.
  - Creative approaches will **show diversity of population and relationships**.
- Communication will be **culturally appropriate and safe** – working with Aboriginal and Torres Strait Islander peoples, culturally and linguistically diverse communities and LGBTIQA+ communities.
- Communication approaches will **respect people's stories** and listen to the brave voices of victim-survivors and bystanders.
- Communication will be **considerate of the gendered nature** of coercive control and domestic and family violence and the disproportionate impact on women and their children.
- Communication will **prioritise the safety of victim-survivors** and **hold people using violence accountable**, taking care not to indirectly or inadvertently blame victim-survivors or perpetuate the misidentification of the primary person using violence.
- Communication will **educate and raise awareness of changes to Queensland laws** and the consequences of using abusive behaviours and actions.

Overarching goal

Improve Queenslanders' understanding, awareness and recognition of coercive control and domestic and family violence.

Vision

- Queenslanders have a shared understanding of coercive control and what a healthy relationship looks like.
- Queenslanders are aware and understand the laws in Queensland relating to coercive control and domestic and family violence.
- Queenslanders take a zero-tolerance approach to coercive control and domestic and family violence.

Objectives

The objectives of the communication strategy are:

Primary prevention

Broad community initiatives that address primary or underpinning drivers of coercive control.

Raise awareness and understanding of healthy relationships and how to recognise and respond to harmful attitudes and behaviours.

Early intervention

Broad community initiatives that support education, early identification and intervention.

Increase awareness and understanding of the nature and impacts of coercive control, including information sources, support options and changes to the law.

Secondary intervention

Change of trajectory for people impacted by coercive control and domestic and family violence.

Build awareness of and confidence in accessing support services.

Increase bystander confidence and intention to report or respond to violence.

Encourage people using violence to seek help early to change their behaviour.

Tertiary intervention

Targeted efforts to support victim-survivors and hold people using violence to account.

Raise awareness and understanding of systems support and potential consequences for people using violence.

Strategic approach

To achieve the stated objectives of the Framework, messaging and tactics need to move Queenslanders along key stages from:

Awareness > **Understanding**
(which may include additional change) > **Action**

This approach acknowledges people, including within the primary audience groups, are all at different stages. It focuses on community-specific interventions to build **awareness** › **understanding** › **action**.

The approach utilises the following **levers**:

Education / Capability
- People are made aware of the definitions, forms and behaviours of domestic and family violence and coercive control.
- People better understand forms of domestic and family violence and coercive control behaviours.
- People learn when/how to take action safely.
- People are aware of and understand the law.

Persuasion / Motivation
- Norms and attitudes about domestic and family violence and coercive control in Queensland reflect the seriousness of it.
- People feel confident finding information and support.
- People are motivated to take action.

Action / Behaviours
- People seek support, offer support, and report violence.
- Organisations/services offer appropriate support and referrals.
- People call out abusive attitudes and harmful behaviours.
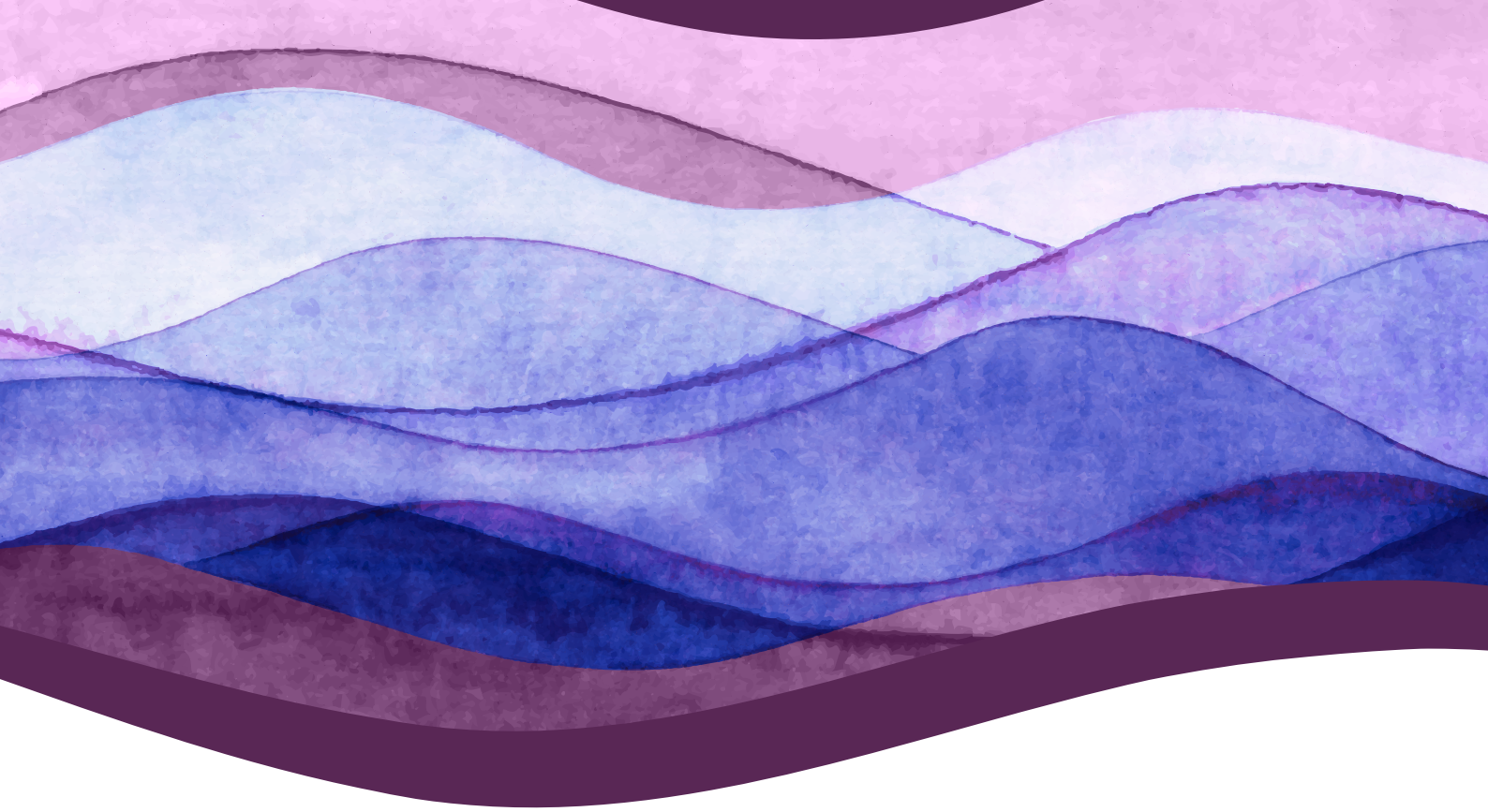
Design / Opportunity
- People have access to tailored information, delivered through preferred channels.
- Intermediaries and services have the right information in the right formats to reach communities.

This aligns with the COM-B model of behaviour change.

PART 3:
Audience considerations

Target audiences

All Queenslanders and Queensland communities are part of this Framework. The following audience groups have been identified to target communication and engagement activity.

Group	Description	Rationale
Queensland communities	Primary audiences are: • **Victim-survivor** • **Bystander and community member** • **Person using violence** Within these primary audiences, there are diverse population communities, including: • Aboriginal and Torres Strait Islander peoples • Culturally and linguistically diverse communities • LGBTIQA+ communities • People with disability • Older Queenslanders (65+ years old) • Young Queenslanders (children to 17 years old) • Queenslanders living in regional, remote and rural communities.	This communication Framework is intended for a whole of community audience.
Intermediaries	• Queensland Government agencies • Local government • Domestic, family and sexual violence services sector • Local community organisations and leaders • Education settings, e.g. schools, universities, TAFEs (and the sector) • Health professionals e.g. GPs, health and mental health sector, Primary Health Networks • Aboriginal and Torres Strait Islander Community Controlled Health Sector • Aboriginal and Torres Strait Islander Community-Controlled Organisations (ACCOs) and Community Justice Groups • Business and industry bodies, including corporate leaders and workplaces • Employee Assistance Programs • Sporting associations and groups • Media, entertainment and the arts industry • Science and technology industry • Role models • Religious groups.	Trusted intermediaries with established networks and platforms are critical to connect with communities, influence positive behaviour and attitude shifts and drive sustained change.

Group	Description	Rationale
Champions and advocates	• Domestic and Family Violence Prevention Council • Local Government Domestic and Family Violence Prevention Champions Network • Victim-survivor advocates • Aboriginal and Torres Strait Islander Elders and community leaders • Community role models – sporting personalities, media personalities, celebrities, social media influencers • Cultural and religious leaders.	This audience is critical to building trust and understanding of community messaging.
Framework owner	• Queensland Government.	The Queensland Government has responsibility and ownership of the Framework.

Audience engagement considerations

It is recognised that many people can be part of more than one audience, and this should be considered when creating messaging.

Victim-survivor

Messaging needs

- Raise awareness of what constitutes a healthy relationship
- Support to understand how to identify coercive control and domestic and family violence
- Demonstrates the impact and seriousness of coercive control
- Encourage agency and choice – supported decision-making
- Stories from real people to demonstrate examples of coercive control and how people have safely sought help and left abusive relationships
- Reliable and clear information and support options
- Seeking help needs to be easy, safe and non-judgemental
- Reassurance that when seeking help you will be listened to, it will be taken seriously, and privacy will be maintained

Tone

- Supportive
- Non-judgemental
- Reassuring
- Validating
- Uplifting
- Empowering

Creative considerations

- Inclusive, accessible and intersectional imagery
- Short clear messaging
- Real stories should be used to portray positive, hopeful messages

Channel considerations

- Social media including Facebook (including Facebook groups), Instagram and Tiktok
- Government websites
- Online platforms including YouTube
- Advertising including television, radio, digital, podcasts, out of home advertising
- Trusted intermediaries e.g. GPs, school counsellors, role models
- Advertising options with longer dwell times or one-on-one private consumption of messaging, e.g. washroom convenience advertising, transit advertising
- Local groups and services, including youth services

Bystander and Community Members

Messaging needs

- Educative and informative
- Practical and clear information
- Clear calls to appropriate action
- Builds recognition of coercive control and its relationship to domestic and family violence
- Builds confidence and intention to act if they recognise or are aware of harmful behaviours
- Understanding of safe and appropriate steps to take when suspecting there is someone they know experiencing or using coercive control
- Reassurance that it's okay to speak up and take appropriate action as a bystander
- Conversation starters and practical tips and advice to support a victim-survivor
- Understand that coercive control and domestic and family violence is not a 'private' issue – build community responsibility to care about and check on each other
- Clear information on healthy and respectful relationships

Tone

- Empowering
- Supportive
- Positive
- Emotive – build connection
- Strengths-based language
- Action focused
- Validating

Creative considerations

- Inclusive, accessible and intersectional imagery
- Short clear messaging

Channel considerations

- Media partnerships
- Government websites
- Trusted intermediaries e.g. GPs, school counsellors, role models, youth services
- Online platforms including YouTube
- Advertising including television, radio, audio, digital, podcasts, out of home and transit advertising
- BeThere Bystander app
- Social media including Facebook (including Facebook groups), Instagram and Tiktok

Person using violence

Messaging needs

- Educative and informative
- Practical and clear information
- Clear calls to appropriate action
- Short and sharp messages
- Holds people using violence to account for their harmful behaviours
- Acknowledges that many people using violence (particularly children and young people using violence) have been victims of violence themselves
- Reassurance that when seeking help privacy will be maintained (where possible)
- Simple language to explain domestic and family violence and coercive control
- Explain consequences of behaviours and the proposed legal penalties
- Clearly explain what support is available and what that involves
- Clear information on healthy and respectful relationships

Please note: further research is needed to support this audience profile.

Tone

- Informative
- Direct
- Supportive
- Encouragement to seek help and make a change

Creative considerations

- Avoid stereotyping or overtly negative imagery
- Short and clear messaging

Channel considerations

- Social media including Facebook (including Facebook groups), Instagram and Tiktok
- Media partnerships
- Government websites
- Trusted intermediaries e.g. GPs, school counsellors, role models, youth services
- Online platforms including YouTube
- Role models including sporting (both grassroots and high profile), community leaders, religious leaders
- Advertising including television, radio, audio, digital, podcasts, out of home and transit advertising

Aboriginal and Torres Strait Islander peoples

Messaging needs

- Clear, simple and concise messaging
- Tailored and community specific
- Aboriginal and Torres Strait Islander peoples co-developed and culturally approved messaging
- Trauma-informed messaging that reflects Aboriginal and Torres Strait Islander peoples' experiences
- Local decision making
- Messaging should be considerate of systemic and structural racism
- Messaging that is considerate of cultural context (e.g. hierarchical community situations, tailored for different experience of remote, regional and metropolitan-based communities)
- In-language messaging where feasible, such as Torres Strait Creole for the Torres or Wik for communities in the Cape
- Real stories from community
- Reassurance and information on culturally safe support services
- Clear information on healthy and respectful relationships
- Language that uses an individual viewpoint such as 'you', 'me' or 'I' is usually better reframed and replaced with 'we', 'us' and 'our' in line with the collectivist viewpoint shared in Aboriginal and Torres Strait Islander cultures
- Acknowledges barriers to the reporting of domestic and family violence within Aboriginal and Torres Strait Islander communities including the inherent fear of children being taken away and fear of retribution within a victim-survivor's own community
- Messaging themes need to be adjusted for Aboriginal and Torres Strait Islander communities to recognise the unique cultural context which may impact reporting including, for example, complicated family dynamics, socio-economic disadvantage, fear of child removal, shame, fear of retribution should a victim-survivor wish to report the conduct

Tone

- Reassuring
- Supportive
- Positive
- Empowering
- Uplifting
- Future focused
- Strengths-based language
- Avoid deficit-based language

Creative considerations

- Cultural artwork and iconography
- Visual focus – not too text heavy
- Intersectionality within Aboriginal and Torres Strait Islander peoples needs to be reflected in creative this includes age, location, life stage, disability, LGBTIQA+, country/nation/tribal groupings
- Animations and illustrations can be used to showcase difficult times and situations
- Real stories should be used to portray positive, hopeful messages

Channel considerations

- Trusted intermediaries – Elders, respected people and local decision-makers, community leaders and role models, schools
- Community Justice Group members
- Messaging via social media platforms (Facebook)
- Aboriginal Medical Services and Aboriginal and Torres Strait Islander Community-Controlled Organisations (ACCOs) and other service providers
- Print media
- First Nations media platforms
- First Nations broadcasters, e.g., community radio
- Community noticeboards
- Events (NAIDOC, community and sporting events)

Culturally and linguistically diverse communities

Messaging needs

- Co-development and market testing
- Considerate of cultural and broader family context that coercive control can occur in
- Clear and community specific examples of coercive control
- Real stories from people with lived experience
- Additional advice on how to access systems and support services
- Clear and concise support information – children and young people often support family members who have recently arrived in Australia where there is a language barrier
- Clear information on healthy and respectful relationships
- Considerate of the collective nature of most non-Western cultures and the impact on language (e.g. explaining impact on broader family, using language such as 'we' or 'our family' rather than 'me' or 'I')
- Language should be plain, factual and avoid colloquialisms
- In-language translations where feasible

Tone

- Supportive
- Validating
- Factual
- Informative
- Reassuring
- Empowering

Creative considerations

- Inclusive, accessible, intersectional creative
- Imagery should reflect diversity within Queensland's multicultural populations
- Creative targeted at specific communities should include imagery that reflects that community

Channel considerations

- Messaging from trusted sources including family, peers, community leaders, religious leaders, doctors (or other respected professionals)
- Community-specific media options e.g. community radio and podcasts, out of home advertising
- Social media
- Trusted intermediaries e.g. schools, TAFEs, universities, day care centres and community play groups

LGBTIQA+ communities

Messaging needs

- Build community understanding of coercive control
- Tailored and community specific examples of coercive control
- Clear calls to action and direction to information and support
- Build community understanding of the relational context in which domestic and family violence and coercive control can occur
- Clear information on healthy and respectful relationships
- Include community-specific and safe support options and tailored resources and promote confidentiality of support
- Gender neutral language where feasible – considerate of how gendered lens of coercive control may inadvertently alienate or discourage LGBTIQA+ communities from taking action

Tone

- Strengths-based language
- Educative
- Reassuring
- Validating
- Empowering
- Uplifting

Creative considerations

- Inclusive and accessible creative
- Tailored to community-specific experiences
- Imagery is representative of the intersectionality and diversity of the community

Channel considerations

- Social media including Instagram, Facebook
- Advertising including podcasts, media partnerships, out of home, audio, radio, digital, transit, in-venue advertising
- Trusted intermediaries
- Events (e.g. pride events, music events, festivals, pubs, clubs)
- Health providers – including allied health

People with disability

Messaging needs

- Plain English and accessible information explaining coercive control
- Clear and accessible information and guidance to understand options and rights.
- Identify what supports are available and connect individuals to those services and/or advocacy services
- Real stories from people with disability sharing their lived experience
- Promotes self-agency and supported decision making
- Consider the diversity of disability including people who are non-verbal or have complex needs

Tone

- Strengths-based language
- Promotes human rights and supported decision making
- Storytelling
- Confidence-building
- Empowering
- Uplifting

Creative considerations

- Tailored to community-specific experiences
- Reflective of diversity of disabilities
- Intersectionality within community needs to be reflected in creative – this includes age, location, life stage, disability, LGBTIQA+, culturally and linguistically diverse communities
- Animations and illustrations can be used to showcase difficult times and situations

Channel considerations

- Media partnerships, podcasts and social media channels Facebook, Instagram, Snapchat
- Radio stations and programs
- Trusted intermediaries – disability sector and workforce, networks and peak bodies and services
- Family and friends
- GPs and allied health
- Disability employment providers
- Disability transport providers

Young people (children up to 17 years old)

Messaging needs

- Short and sharp messaging
- Emphasis on describing / identifying signs of healthy and respectful relationships in order for young people to understand what coercive control is
- Primary prevention messaging
- Clear direction to information and support services
- Explain signs of coercive control using simple and practical for a range of ages and comprehension levels
- Provide different paths to seek help – including website, phone and web chat where possible
- Support information to emphasise safe spaces for disclosure – confidentiality of services
- Avoid deficit-based language and instead use hopeful, future-focussed messaging
- Messaging should help young people to recognise and challenge rigid gender stereotypes and norms that tolerate violence and disrespect and provide early information on what coercive control is to raise awareness and recognise this form of abuse within relevant relationships

Tone

- Informative
- Supportive
- Positive
- Validating
- Reassuring
- Encouraging

Creative considerations

- Short and sharp messages that can disrupt scrolling and compete with a range of other content
- Native advertising
- Resources should be highly visual and not too text heavy
- Animations and illustrations can be used to showcase difficult times and situations
- Real stories and real people can be used to portray positive, hopeful messages

Channel considerations

- Leverage existing platforms and healthy relationships programs for young people (e.g. Respectful relationships education hub)
- Social media including TikTok, Instagram, Snapchat
- Streaming platforms for music and podcasts e.g. YouTube, Spotify, Apple Music
- Media partnerships
- Advertising including podcasts, gaming platforms, out of home, transit advertising
- Youth events (e.g. festivals, orientation weeks)
- School, TAFE, university, early education
- Trusted intermediaries – teachers, school counsellors, GP
- Family and friends

Older people (65+ years)

Messaging needs

- Clear and varied examples of coercive control and domestic and family violence
- Clear information on what support is available and how and when people can access it
- Information for bystanders on assisting older people to access support
- Clear and simple language
- Plain English / Easy Read approach and formats designed for diminished cognitive ability, such as for people living with dementia
- Language should be clear and direct

Tone

- Supportive
- Non-judgemental
- Educative
- Empowering
- Validating
- Reassuring
- Positive

Creative considerations

- Content and imagery should portray people of diverse ages and situations
- Real stories and real people can be used to portray positive, hopeful messages
- Accessible resource development including large print for printed materials and subtitled videos should be considered

Channel considerations

- Radio, print media, transit advertising (bus stops, taxi backs), news sites and podcasts, social media (Facebook), and infomercials in health settings
- Trusted intermediaries – GPs, allied health, care services
- Community groups and networks

Rural, regional and remote communities

Messaging needs

- Tailored information relevant to local barriers, needs and options
- Messages from trusted sources
- Balancing sensitivity to local values while challenging community attitudes and misconceptions about coercive control and domestic and family violence
- Clear information on healthy and respectful relationships
- Clear, direct, simple language
- Promote local services and support options
- Community-focused messaging

Tone

- Supportive
- Informative
- Authentic
- Reassuring
- Validating
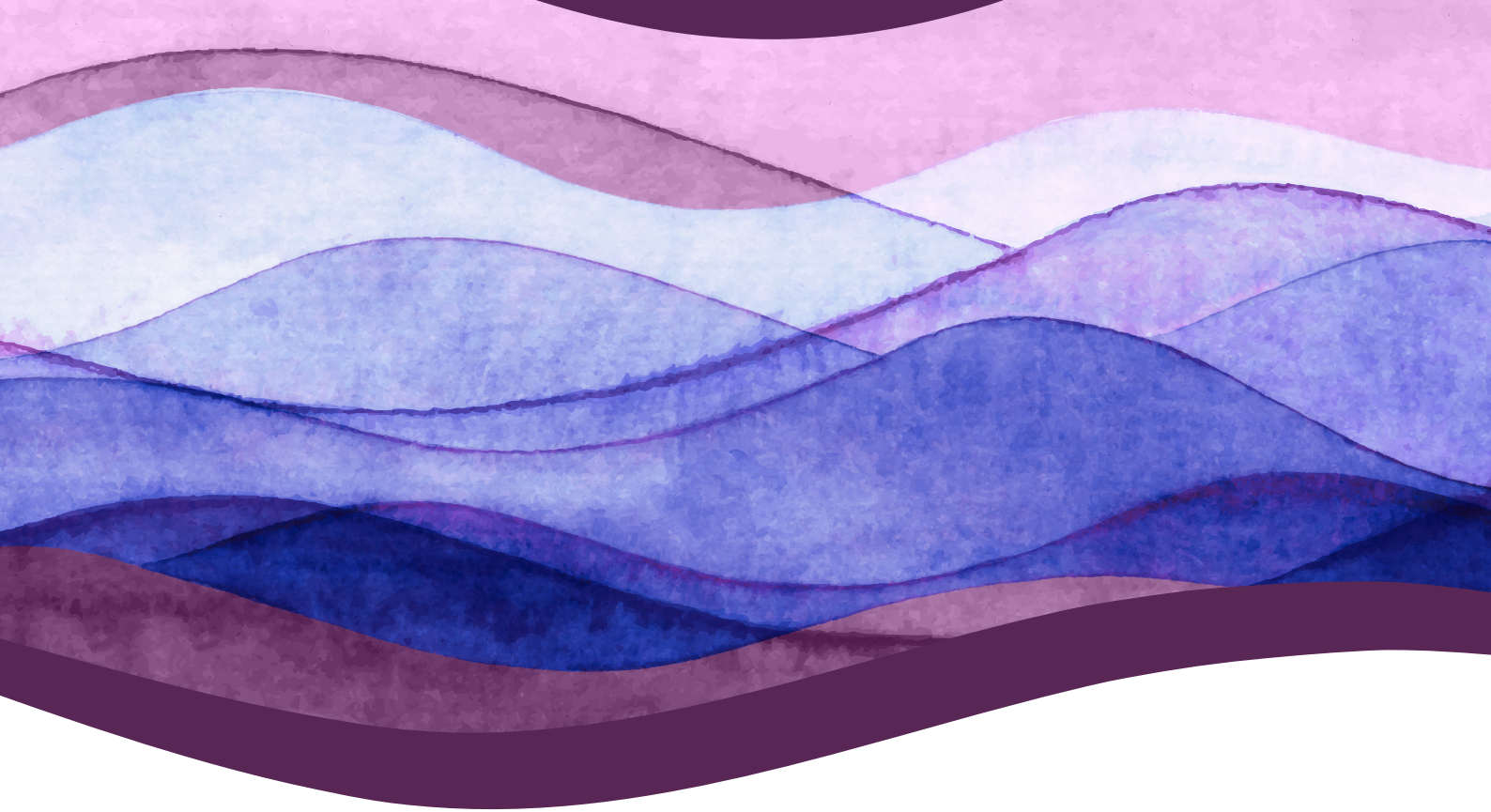- Empowering
- Uplifting
- Community-focused

Creative considerations

- Inclusive, accessible creative reflective of different parts of Queensland and different communities
- Content and imagery should portray people of diverse ages and situations
- Real stories and real people can be used to portray positive, hopeful messages

Channel considerations

- Broadcast media, including radio
- Social media
- Print media
- In-venue advertising (e.g. pubs)
- Airport, transit, out of home advertising
- Trusted intermediaries – local government, sporting groups, local interest groups
- Schools and remote learning

Appendices

Appendix 1: Glossary

Aboriginal and Torres Strait Islander peoples	Also referred to as First Nations peoples or Indigenous peoples. Refers to two distinct peoples of Aboriginal or Torres Strait Islander descent who identifies as an Aboriginal person or Torres Strait Islander person and is accepted as such by the community in which they live.
Bystander	A person, including children, who may observe or have knowledge of an act of violence, or other concerning behaviours, but who are not the person using violence or victim.
Coercive control	Coercive control is a pattern of deliberate 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. Details of the proposed coercive control criminal offence, introduced into Queensland Parliament on 11 October 2023, can be found in *Criminal Law (Coercive Control and Affirmative Consent) and Other Legislation Amendment Bill 2023*.
Community member	A person who may not be familiar with domestic and family violence, including coercive control, but lives or works within Queensland.
Domestic and family violence (DFV)	Domestic and family violence (DFV) occurs when one person in an intimate or romantic relationship or former relationship, family or informal carer relationship uses violence or other abusive, threatening or controlling behaviours against the other person in the relationship. Behaviours which a court may consider to be domestic violence for the purposes of a protection order application can be found in Section 8 of the *Domestic and Family Violence Protection Act 2012*.
Intergenerational trauma	The impact of trauma experienced by one generation is transmitted to the next generation. This may be due to consequences of policy decisions such as Stolen Generation policies, made with largely short term considerations that cause lifelong but also multi-generational trauma. Intergenerational trauma can lead to transmission of Post Traumatic Stress Disorder symptoms and is sometimes linked to genetic vulnerability, family breakdown and impaired parenting. Interpersonal trauma such as rape, sexual abuse and criminal assault can negatively impact prenatal attachments and lead to transmission of trauma from the victim to their children.
Intersectional lens/ intersectionality	Multiple and intersecting layers of structural inequality (such as sexism, racism, ageism and ableism); discriminatory and oppressive attitudes; substance use, mental health issues; homelessness; poverty.
Intersectional diversity	For example, Aboriginal and Torres Strait Islander women with disability, culturally and linguistically diverse community members who identify as LGBTIQA+, older women with disability.
LGBTIQA+	This is an acronym used to collectively describe people who are gender diverse and stands for lesbian, gay, bisexual, transgender, intersex, queer, asexual. The plus acknowledges that the acronym does not fully capture the full spectrum of diversity.

Person using violence	A person who commits domestic and family violence including using coercive control and non-physical abusive behaviours against a person.
	The term "person using violence" is used throughout the Framework in recognition of a person's ability to undergo personal development, be accountable for their actions, and transform their behaviours.
	It also acknowledges that many people using violence (particularly children and young people using violence) have been victims of violence themselves.
	Persons using violence are less likely to engage with support services and attempt to change if they feel that once labelled as a perpetrator they will always be known as a perpetrator.
Physical and non-physical abuse	Forms of domestic and family violence that may involve physical violence, such as hitting, kicking or punching, or non-physical forms of violence, such as emotional abuse, threats, constant criticism, social isolation, financial control, verbal abuse.
Relevant relationship	Describes the relational context in which coercive control and domestic and family violence can occur.
Structural and systemic inequality	Refers to factors such as sexism, racism, ageism and ableism that can perpetuate violence and impede help-seeking and supports.
Victim	The term victim, victim-survivor and aggrieved are used across the domestic and family violence literature and by stakeholders. The term victim is used to both reflect the ongoing nature of abuse involving coercive control and to honour the many lives needlessly lost to domestic and family violence and abuse.
Victim-survivor	The term "victim" can be a stigmatised and disempowering term that can limit a person's self-agency and identity.
	This Framework acknowledges that a person is not defined by their experiences of violence and uses the term "victim-survivor" in recognition of a person's choice to identify as either victim or survivor, or both.
Young person/people	For the purposes of communication activities including advertising as a result of this Framework, a young person is considered to be someone aged between 12 and 17 years old.

Appendix 2: Related strategies and sources

The Framework has been designed within the context of the following framework of existing policies and strategies to reduce and prevent domestic and family violence in Queensland.

Overarching policy direction	• Queensland Government response to the Women's Safety and Justice Taskforce recommendations • Domestic and Family Violence Prevention Strategy 2016 – 2026
Supporting policy and program direction	• Queensland's Framework for Action – Reshaping our approach to Aboriginal and Torres Strait Islander domestic and family violence • Queensland's plan to respond to domestic and family violence against people with disability • Respectful Relationships Program – Department of Education

Other related campaigns on domestic and family violence and coercive control

The following campaigns were reviewed in the development of the Framework:

- Stop it at the Start (2017 – ongoing, Primary prevention communication campaign based around respect, Australian Government).
- See the Signs (2023, SA Government)
- Coercive Control (2023, NSW Government)
- Red Flag Effect (2022, QLD, Lady Musgrave Trust + Small Steps for Hannah)
- Say it Loud (Current – LGBTIQA+ healthy, respectful relationships)
- Domestic and Family Violence storyboard for multicultural communities (2017, Australian Government)
- Domestic abuse coercive and controlling behaviour (2019, Scottish Government)
- Hidden in Plain Sight (2019, Coercive Control and Domestic Abuse, Scottish Women's Aid)
- Woman and Child (2021, Safe Ireland)
- Spot the abuse (2022, UK Women's Aid)
- See the Signs (2019, Northern Ireland/UK Government)
- Enough. (2022, UK Government)

Appendix 3: Acknowledgement of contribution

We acknowledge and thank organisations that contributed to the development of the Framework, including attendees at the Design Forum, organisations that conducted formative research and consultation, and those who reviewed and provided feedback on the draft Framework.

- Aboriginal and Torres Strait Islander Legal Service
- Brisbane Youth Service
- Broken to Brilliant
- Cairns Regional Domestic Violence Service
- Centre Against Domestic Abuse
- Centre Against Sexual Violence Inc.
- Centre for Women and Co
- Court Services Queensland
- Department of Child Safety, Seniors and Disability Services
- Department of Education
- Department of Housing
- Department of Treaty, Aboriginal and Torres Strait Islander Partnerships, Communities and the Arts
- Domestic and Family Violence Prevention Council Secretariat (DPC)
- Domestic Violence Prevention Centre
- DVConnect
- Enhance Research
- Ethnic Communities Council of Queensland
- First Nations Health Office
- Griffith University
- Institute for Social Science Research (UQ)
- LGBTI Legal Service
- LGBTQ DV Awareness Foundation
- LimeHub
- Micah Projects
- Q&A Market Research
- QSAN Inc
- Queensland Corrective Services
- Queensland Family and Child Commission
- Queensland Health
- Queensland Indigenous Family Violence Legal Service
- Queensland Police Service
- Queensland Treasury
- Queenslanders with Disability Network
- Small Steps 4 Hannah Foundation
- Strategic Policy and Legal Services (JAG)
- The Social Deck
- Women's Safety and Violence Prevention (JAG)
- Women's Health and Equality Queensland
- Youth Advocacy Centre

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