

# THIS IS PREVENTION

**Our  
Watch**

Preventing violence  
against women



**STAKEHOLDER PACK**



# ACKNOWLEDGEMENT OF COUNTRY

**Our Watch acknowledges the Traditional Owners of the land across Australia on which we work and live. We pay respects to Elders past and present and recognise the continuing connection Aboriginal and Torres Strait Islander people have to land, culture, knowledge, and language for over 65,000 years.**

As a non-Aboriginal organisation, Our Watch understands that violence against Aboriginal and Torres Strait Islander women and children is an issue for the whole community. As highlighted in Our Watch's national resource *Changing the picture*, the evidence clearly shows the intersection between racism, sexism, and violence against Aboriginal and Torres Strait Islander women.

Our Watch has an ongoing commitment to the prevention of violence against Aboriginal and Torres Strait Islander women and children, who continue to suffer from violence at a significantly higher rate than non-Aboriginal women. We acknowledge all Aboriginal and Torres Strait Islander people and organisations who continue to lead the work of sharing knowledge with non-Indigenous people and relentlessly advocate for an equitable, violence-free future in Australia.

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# THIS IS PREVENTION

***This is Prevention* aims to bring primary prevention to life by sharing, platforming and showcasing primary prevention work happening across Australia, including in non-sector settings such as education, media, and the workplace.**

This social-media series is an opportunity for primary prevention practitioners to share their work, their impact and their vision for the future under the hashtag:

## **#THISISPREVENTION**

Together, we can shift attitudes, behaviours and systems that drive gender-based violence and lead a public conversation that keeps prevention on the national agenda.

# SHARING

- If you would like to amplify *This is Prevention* to your audience, please feel free to **share and repost content from primary prevention organisations** on social media.
- Organisations will be sharing on social media using the hashtag **#ThisIsPrevention** and/or tagging Our Watch.
- Our Watch will also develop a **YouTube playlist featuring the work of several Primary Prevention organisations and practitioners.**
- **You can also share this content via your other channels, such as eNews** – most emailing platforms will allow you to embed social media posts in the body of your newsletters.
- We also recommend **sharing *This is Prevention* with staff via internal channels such as Teams or Slack** – you can encourage them to reshare or re-post this content on their private social media channels if they feel comfortable.
- We have developed some key messages (on page 6) if you would like to include additional captions or messaging on you social media, email or internal channels.
- Our Watch social media platforms
  - [LinkedIn](#)
  - [Facebook](#)
  - [Instagram](#)
  - [X/Twitter](#)

# KEY MESSAGES

- Gender-based violence is a national crisis.
- There are many causes and factors that influence gender-based violence. Seeing women and gender-diverse people as less deserving of respect or as not equal is a major driver. To prevent violence, we need to make change not just within individuals, but across all levels of society.
- Primary prevention means stopping gender-based violence before it starts.
- Primary prevention addresses the drivers of violence – the underlying social conditions and behaviours that allow gender-based violence to happen.
- To prevent violence, we all have a responsibility to make change individually, and across our society. This means we need to have activities that stop violence before it starts across all the places we live, work, learn and socialise.
- Primary prevention is one essential component of ending gender-based violence. A comprehensive approach to ending gender-based violence must include evidence-based and appropriately resourced primary prevention, early intervention, response and recovery efforts so that as a community we take every opportunity to put a stop to violence.
- By addressing the root causes and underlying conditions that drive gender-based violence, we can stop violence before it starts.
- Due to the intersection between gender inequality and many other forms of discrimination (such as colonialism, racism, ableism, homophobia and transphobia), Aboriginal and Torres Strait Islander women, migrant and refugee women, women with disabilities and LGBTIQ+ people experience high rates of violence, and particular forms of violence.
- Primary prevention is happening in communities across Australia and everyone has a role to play.

# DIGITAL ASSETS

## SOCIAL MEDIA ASSETS

**Our Watch has developed a number of social media assets in 1:1, 4:5 and 9:16 formats.**

These assets include text and imagery for the following settings:

- Aboriginal and Torres Strait Islander people and communities
- Education
- LGBTIQA+ people and communities
- Men & boys
- People with disabilities
- Sport
- Workplaces
- Young people
- General/non-specific

**[DOWNLOAD 'THIS IS PREVENTION' SOCIAL MEDIA ASSETS HERE](#)**

# DIGITAL ASSETS

## DIGITAL BANNER ASSETS

You can also access *This is Prevention* digital banners that can be downloaded for use in newsletters, emails, or stakeholder communications.

These assets include text and imagery for the following settings:

- Aboriginal and Torres Strait Islander people and communities
- Education
- LGBTIQ+ people and communities
- Men & boys
- People with disabilities
- Sport
- Workplaces
- Young people
- General/non-specific
- Government

**[DOWNLOAD 'THIS IS PREVENTION' DIGITAL BANNER ASSETS HERE](#)**



# ACCESSIBILITY CONSIDERATIONS

- **Include subtitles** in any videos you share on social media
- **Include alt text in the captions** of your social media posts
- **When using hashtags, use Title Case** (each word beginning with a capital letter)

For example: #LikeThis

This will allow screen readers to more accurately read the hashtag

**FOR MORE INFORMATION  
VISIT [OURWATCH.ORG.AU](https://ourwatch.org.au)**

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