

With Respect Awareness Project

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Project Work

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Executive Summary

Extensive research conducted in Victoria in recent years reveals the prevalence of homophobic harassment within the Victorian community and highlights the negative and far reaching impacts upon the lives of GLBT people and communities. It is further argued that homophobic harassment diminishes the human rights and dignity of us all through the harm that is endured by some members of our society as a result of harassment based on sexual orientation, gender identity and sex.

This framework is an extension of previous work – *With Respect* and *Coming Forward* in particular, and makes recommendations for a social marketing campaign which:

- reduces the incidence of homophobic harassment in Victoria by changing homophobic community attitudes and behaviours; and
- increases the capacity of GLBT people to respond to homophobic harassment and encourage reporting of homophobic incidents.

The framework approaches the social marketing campaign from three perspectives. Firstly, the Human Rights and Social Justice model presents social market strategies that embrace the notion that *what you do to one affects us all*, and that in a civil society, any form of discrimination and inequality – no matter who it affects, is a blight on our broader community and requires a broad community response.

Secondly, the Sexual Orientation and Gender Identity model notes the significance of celebrating the important contributions of GLBT people and offers strategies which ‘normalise’ sexuality and gender identity within the context of a person’s whole life. Furthermore, the strategies highlight that denying people’s ability to express who they are in their entirety, has been shown to have harmful impacts on health and wellbeing.

Thirdly, the Harm/Need model aims to combat social inequality, disadvantage and discrimination and to increase the capacity and confidence of GLBT people to increase their reporting and activism around inappropriate and unlawful behaviours.

Importantly this report emphasises that while a social marketing campaign which effects community attitudinal change is vitally important, it is only part of the work that needs to be done.

The objectives of the framework will be met only through long-term funding for education and awareness as well as a commitment to the eradication of homophobic harassment by all levels of government. This includes through the adoption of anti-homophobia policies, coordinated legislative and social reform, an adequately funded GLBT sector, and appropriately funded police support. The emphases placed in previous reports on ensuring strategies designed to reduce the incidence of homophobic harassment are sustainable, and build on and enhance the existing capacity within the GLBT sector, are echoed in this framework. Furthermore, they should be delivered holistically across government in partnership with GLBT community organisations.

1 Background

The prevalence of homophobic harassment has been well documented over the past decade with a plethora of well researched, evidence-based reports demonstrating that GLBT individuals and communities experience unacceptably high levels of harassment and violence on a daily basis.¹

Many of these reports also provide substantial evidence linking the lived experience of homophobic harassment with poor social and health outcomes such as substance abuse, homelessness, self-esteem problems, suicidal ideation, increase in smoking, relationship difficulties, poor self-image and diminished opportunities to participate in the workforce, in education, and in the life of the community.²

Furthermore, it is noted that;

*‘a large percentage of GLBT people hide their sexual orientation of gender identity and modify their behaviour in public to minimise the risk of being subjected to heterosexual violence’.*³

Law reform initiatives, including the inclusion of sexual orientation and gender identity as protected attributes in the *Equal Opportunity Act 1995*, have facilitated important avenues for legal redress for those experiencing homophobic harassment in some settings.

Similarly, efforts by Victoria Police through its Gay and Lesbian Liaison Officer (GLLO) program have signalled genuine police engagement with GLBT communities. These have made a crucial contribution to building confidence within GLBT communities to seek police protection in circumstances where homophobic harassment involves criminal acts.

¹ Leonard, Mitchell, Pitts and Patel (2008) *Coming Forward: The underreporting of heterosexual violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne; Couch, Pitts, Mulcare, Cory, Mitchell and Patel (2007) *transZnation: a report on the health and wellbeing of transgender people in Australia and New Zealand*. Monograph Series Number 65. Australian Research Centre in Sex, Health and Society [ARCSHS]. La Trobe University; Hillier, Turner and Mitchell (2005) *Writing themselves in again: 6 years on. The 2nd National report on sexual health and well being of same sex attracted young people in Australia*. Australian Research Centre in Sex, Health and Society [ARCSHS], La Trobe University; Gray, Leonard and Jack (2006) *With Respect: A strategy for reducing homophobic harassment in Victoria*. Joint Working Group of the Attorney General’s and Health Minister’s Advisory Committees on GLBT issues [unpublished].

² Pitts, Smith, Mitchell, Pater (2006) *Private Lives: A Report on the Health and Wellbeing of GLBT Australians*. Australian Research Centre in Sex, Health and Society [ARCSHS]. La Trobe University; Krieger, (2000) *Discrimination and Health*. In: Berkman, L., Kawachi, I., Eds. *Social Epidemiology*. Oxford. Oxford University Press; Gray, Leonard and Jack (2006) *With Respect: A strategy for reducing homophobic harassment in Victoria*. Joint Working Group of the Attorney General’s and Health Minister’s Advisory Committees on GLBT issues [unpublished].

³ Leonard, Mitchell, Pitts and Patel, (2008) *Coming Forward: The underreporting of heterosexual violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne.

Nonetheless, GLBT people continue to experience unacceptable levels of homophobic harassment, and while legal sanctions are available in some situations (notably criminal law in matters of assault), it remains the case that in many circumstances legal mechanisms are insufficient to support GLBT people to live free from homophobic harassment.⁴

The current project is a further progression from the findings noted in the volume of previous work, which suggest that ongoing harassment directed against GLBT people is the result of the systemic nature of homophobia and belief systems that permeate our cultural context. Homophobia, like racism and sexism, is inherent in the socialisation process in all Western societies and is therefore found, to varying degrees, in all sections of the community and in all people.

A reduction in the rate of homophobic harassment currently experienced by GLBT people can therefore only be achieved if the homophobic attitudes and heterosexist norms which underpin social norms are challenged.

With Respect, the foundational report for the current project, proposed that large-scale, long-term and coordinated community education which delivers intergenerational attitudinal change is required to appropriately address homophobic harassment in Victoria. Such a strategy seeks to reduce homophobia by changing community attitudes via initiatives that target the whole community, as well as the most likely perpetrators of homophobic harassment, while also increasing the capacity of GLBT people to respond to homophobic incidents.

Furthermore, the *With Respect* report identifies government as best placed to take a leadership role in overseeing the development and implementation of such a strategy in partnership with a diverse range of key GLBT stakeholders and peak health organisations.

The current project furthers the work of previous reports, *With Respect* and *Coming Forward* in particular, and delivers a framework for a social marketing campaign for the Government's consideration.

The objectives of the framework will be met not only through long-term funding for education and awareness campaigns, but also through a commitment to the eradication of homophobic harassment from all levels of government. This includes the adoption of anti-homophobia policies, coordinated legislative and social reform, and an adequately funded GLBT sector, including appropriately funded police support. The emphases placed in previous reports on ensuring strategies designed to reduce the incidence of homophobic harassment are sustainable, and build on and enhance the existing capacity within the

⁴ Gray, Leonard and Jack (2006) *With Respect: A strategy for reducing homophobic harassment in Victoria*. Joint Working Group of the Attorney General's and Health Minister's Advisory Committees on GLBT issues [unpublished]. Also note, the other arm of *With Respect* is to promote legal reform. While this is out of scope for the current project it is closely linked with the first objective. Also consider the objectives of the 'Eames' Review.

GLBT sector, are echoed in this framework. Furthermore, they should be delivered holistically across government in partnership with GLBT community organisations.

2 Objectives and scope

The broad objectives of the framework are to make recommendations for a community education and awareness strategy which:

- reduces the incidence of homophobic harassment in Victoria by changing homophobic community attitudes and behaviours; and
- increases the capacity of GLBT people to respond to homophobic harassment and encourage reporting of homophobic incidents.

To this end, the framework suggests both broad-based and targeted initiatives, which should be implemented on an ongoing rather than a once-off basis.

Furthermore, the framework utilises a range of social marketing techniques, which are consumer-focussed and tailored to the needs, values and practices of the different sections of the community being targeted.

In relation to the first broad objective, the framework includes initiatives to change homophobic community attitudes and behaviours. These initiatives target the whole community as well as those shown through research to be the most likely perpetrators of homophobic harassment, and their peers (or others on whom they rely for acceptance and support).

Initiatives to increase the capacity of GLBT people to deal with the threat and effects of homophobic harassment are included in the framework to address the second broad objective. It is anticipated that increased reporting of homophobic incidents will have the additional benefit of providing police and other government agencies with data that can be used to design more effective anti-homophobia initiatives.

Specific issues that the framework for a strategy addresses include:

- *Key messages*
- *Delivery agencies*
- *Target audiences*
- *Modes of delivery*
- *Funding and timing issues*
- *Evaluation*

The framework is not intended to cover family/intimate partner violence.

Project Governance

A project advisory group of key stakeholders was established and provided important guidance to the project. The project advisory group is made up of:

- Sally Goldner - TransGender Victoria (TGV)
- Hayley Conway - Victorian Gay and Lesbian Rights Lobby (VGLRL)
- Greg Adkins – The Anti-Violence Project of Victoria Inc. (AVP)

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- Jamie Gardiner – Attorney-General’s and DHS/Minister of Health’s GLBTI Advisory Committees/VEOHRC
 - Janet Jukes - Attorney-General’s and Minister of Health’s GLBT Advisory Committee’s
 - Felicity Marlowe – Rainbow Families Council
 - Sergeant Scott Davis – Gay and Lesbian Advisory Unit, Victoria Police
 - Senior Constable Gabrielle Tyacke – Gay and Lesbian Liaison Officer, Victoria Police
 - Anne Mitchell – Gay and Lesbian Health Victoria (GLHV)
 - Colin Batrouney – Victorian AIDS Council/Gay Men’s Health Centre (VAC/GMHC)
 - Melanie Hodge – Department of Justice
 - Meg Gulbin – Department of Health and Executive Officer to Health and Wellbeing MAC
 - Karen Field – Drummond Street Relationship Centre
 - Sue Hackney – Way Out

The project reference group met monthly through the course of the framework’s development.

3 Methodology

The project proceeded through 4 distinct phases – inception, collaboration and innovation, focus-testing, and reporting.

Phase 1: Inception

The project partners, being TransGender Victoria, Victorian Gay and Lesbian Rights Lobby, Anti Violence Project of Victoria and the {also} Foundation, agreed to be bound by a Memorandum of Understanding which stipulated the terms of the partnership and the nature of the collaboration. The project reference group was established in accordance with the terms of reference.

Phase 2: Collaboration and innovation

The reference group and the project officer worked together to develop a framework for a strategy which addresses:

- *Key messages*
- *Delivery agencies*
- *Target audiences*
- *Modes of delivery*
- *Funding and timing issues*
- *Evaluation*

Importantly, this process began with the review and documentation of current knowledge and practice in relation to community awareness and social marketing designed to reduce homophobic harassment. This was used as an evidence-based background for the creative process to design a framework in accordance with the areas listed above.

Phase 3: Focus-testing

A key component in developing social marketing campaigns is to focus-test message content and delivery on proposed audiences.

The WRAP proposes several key target audiences, and during the life of the project a range of focus groups were held to consult on proposed messages. Focus group discussions were held on the campuses of Monash, RMIT and Swinburne Universities as well as several random sampling surveys held “on the street.”

These focus-testing consultations revealed that several potential campaigns were seen as being too abrasive or adversarial, rather than engaging target audiences in such a way as to build coalitions and partnerships for action.

Two non-GLBTI adult groups were consulted in preparing recommendations. This process led to one campaign being dismissed as too confusing.

Within the GLBT community, feedback on the proposed strategies was sought through the WRAP reference group and a range of other networks. Whilst the target audience for these campaigns is not in the first instance the GLBTI community, ensuring that the messages conveyed are aligned with the desired outcomes of the beneficiary communities is important. As a result of these consultations, an addition strategy was developed and incorporated into the overall proposal.

Phase 4: Reporting

A progress report was provided to the Department of Justice three months after commencement of the project.

The project has made two presentations to a joint meeting of the Health Minister's and Attorney-General's GLBT Advisory Committees. The first was to provide an update on progress and the second was to present the final draft strategy.

The final report was delivered to the Department of Justice in June 2010.

4 What is meant by homophobic harassment?

This chapter outlines what is meant by the term homophobic harassment for the purposes of the framework.

Homophobic harassment is being used in the context of heterosexist or heteronormative values, assumptions and behaviour and therefore for this report, includes transphobic and biphobic harassment.

Homophobic harassment can range from silence and isolation, to rumour-spreading and ‘outing’, to actual violence such as shoving and beatings.

Previous research⁵ has demonstrated that everyday low-level, systemic and ongoing discrimination is linked with poor health and social outcomes for GLBT people. This is important for targeting a social marketing strategy to the most appropriate sites.

Community understanding of homophobic harassment is largely shaped by legal definitions, including those that exist in the *Equal Opportunity Act 1995* (EOA) and the *Charter of Human Rights and Responsibilities Act 2006* (the Charter).

Each Act contains limitations regarding the prohibition of harassment, which means avenues for legal redress for experiences of homophobic harassment are also limited. In the EOA for example, the prohibition on harassment on the grounds of sexual orientation and gender identity is limited to certain areas of ‘public life’. The Charter by contrast, only creates obligations to act compatibly with protected human rights for ‘public authorities’.

A community education strategy ought to promote and bolster existing legal provisions designed to protect against homophobic harassment, as well as address forms of harassment for which there is currently no formal legal redress.

4.1 Legal definition of harassment

Harassment is a concept that comes from equal opportunity law. The EOA makes it unlawful, in areas of public life such as employment, education, accommodation, the provision of goods or services, clubs and others to treat someone unfavourably, and in

⁵ Leonard, Mitchell, Pitts and Patel (2008) *Coming Forward: The underreporting of heterosexist violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne; Couch, Pitts, Mulcare, Cory, Mitchell and Patel (2007) *transZnation: a report on the health and wellbeing of transgender people in Australia and New Zealand*. Monograph Series Number 65. Australian Research Centre in Sex, Health and Society [ARCSHS]. La Trobe University; Hillier, Turner and Mitchell (2005) *Writing themselves in again: 6 years on. The 2nd National report on sexual health and well being of same sex attracted young people in Australia*. Australian Research Centre in Sex, Health and Society [ARCSHS], La Trobe University; Gray, Leonard and Jack (2006) *With Respect: A strategy for reducing homophobic harassment in Victoria*. Joint Working Group of the Attorney General’s and Health Minister’s Advisory Committees on GLBT issues [unpublished].

particular to harass someone, on the basis of a listed attribute, such as sex, race, gender identity, age or sexual orientation.

In the mid-1980s Victorian equal opportunity law was amended to make “sexual harassment” specifically unlawful in the areas of public life covered. This followed a Victorian Supreme Court ruling that harassment, including sexual harassment, was covered in employment. The Court said:

It is an act of discrimination to deny to an employee a benefit connected with the employment such as accrues to other employees. A benefit of employment is the entitlement to quiet employment, that is, the freedom from physical intrusion, the freedom from being harassed, the freedom from being physically molested or approached in an unwelcome manner. If molestation, physical and sexual affronts are permitted by an employer, it is denying a benefit and permitting detriment to those employees who suffer such unwelcome intrusions vis à vis those who do not.⁶

The reasoning in this judgment has been routinely applied to hold that harassment, not just in employment but on the basis of any attribute and in any area of public life, constitutes the sort of detriment, or limitation of benefit that fulfils the definition of unlawful discrimination.

Harassment in this sense includes any actions, including written or spoken words, gestures and the like, that cause a person distress, and where the distress was objectively foreseeable⁷; the motive of the harasser is irrelevant.

For a complaint of harassment to proceed it is necessary that the alleged harassment and the distress it has caused must not be “frivolous, ... or lacking in substance.”⁸ Homophobic harassment therefore, is already unlawful in the limited “areas” covered by the EOA.

It is noteworthy that *With Respect* has proposed the concept of harassment be “detached” from the EOA’s “areas”, to focus instead on the “reasonable foreseeability” of harm or distress as the defining feature that defines what is to be held unlawful: see the recommendations, below, chapter 10.

Under the Charter, every person has the right to equality, or freedom from discrimination. In particular section 8 states:

⁶R. v. Equal Opportunity Board and Another; *Ex parte Burns and Another* [1985] VR 317, 323 (per Nathan J—3, 4 May 1984).

⁷EOA s.85(1) [Sexual harassment is] unwelcome conduct ... in circumstances in which a reasonable person, having regard to all the circumstances, would have anticipated that the other person would be offended, humiliated or intimidated

⁸ s.108(1)(a) of the EOA,

(2) Every person has the right to enjoy his or her human rights without discrimination.

(3) Every person is equal before the law and is entitled to the equal protection of the law without discrimination and has the right to equal and effective protection against discrimination.

Discrimination under the Charter, is defined to have the same meaning as in the EOA, but the human right to freedom from discrimination in Charter s.8(2) and (3) is not limited to the areas of public life of the EOA.

Homophobic harassment of a person can also involve violation of some or many of the other human rights protected in the Charter, including for example sections 9 (Right to life), 10 (Protection from torture and cruel, inhuman or degrading treatment), 12 (Freedom of movement), 13 (Privacy and reputation), 14 (Freedom of thought, conscience, religion and belief), 15 (Freedom of expression), 16 (Peaceful assembly and freedom of association), 17 (Protection of families and children), 18 (Taking part in public life), 21 (Right to liberty and security of person).

Since the actions that constitute homophobic harassment can include gestures and words, spoken or written, the protection of the collection of rights to freedom from harassment necessarily involves a limitation of the human right to freedom of expression of those who act to cause that harm.

Under s.7 of the Charter HRR “[a] human right may be subject under law only to such reasonable limits as can be demonstrably justified in a free and democratic society based on human dignity, equality and freedom.” In addition to this general limitations provision, s.15(3) of the Charter also provides that “[s]pecial duties and responsibilities are attached to the right of freedom of expression and the right may be subject to lawful restrictions reasonably necessary—(a) to respect the rights and reputation of other persons; or (b) for the protection of national security, public order, public health or public morality”.

Further, section 8 (4) of the Charter states that “measures taken for the purpose of assisting or advancing persons or groups of persons disadvantaged because of discrimination do not constitute discrimination”. This section is consistent with, and reinforced by provisions in the new *Equal Opportunity Act 2010* which seek to better address systemic discrimination through the creation of a positive duty to promote and achieve substantive equality.

4.2 What harassment involves

Homophobic harassment can take many forms, ranging from silence—the “cold shoulder”—to spreading rumours, outing, words of abuse, denigration or contempt, spoken or written, whether on toilet walls or tabloid newspapers or Facebook and SMS, in schoolyard taunts or calculated sermons, through to violence, ranging from pushing and shoving at school to beatings and murder.

Homophobic harassment also includes a failure to stop or counter these acts, where that option is reasonably available and the harm arising from that failure is reasonably foreseeable.⁹

In addition to the direct harm these acts can cause, homophobic harassment can also have a cumulative impact on those who experience it, leading to a range of poorer health and wellbeing outcomes including depression, self-harm and suicide.

The cumulative effects of individually slight actions (snide remarks, low-intensity insults or insinuations, etc) can be significant, especially for young people who often lack the support of other GLBT people.

For any community education strategy to be effective, it must include campaigns that tackle such apparently low-grade, but insidious forms of harassment. The legal definition should be sufficiently broad to include it too, taking into account the history of homophobic discrimination and prejudice together with the objective foreseeability of the harm it causes.

4.2.1 Examples of homophobic harassment

A number of Australian studies in recent years have documented GLBT experiences of homophobic and transphobic harassment.

Below are examples of homophobic harassment which have been documented within these studies. Some occurred in the context of one of the EOA “areas” and thus a discrimination complaint could have been made (if it occurred in Victoria), but in many other examples the harassment did not occur in an EOA protected “area” or there were other reasons why the EOA would not have applied - such as homophobic bullying of one pupil by another.

Guido has recently moved to a small rural town in Gippsland. While walking through a park from work one evening, he encounters a group of young men aged 16 to 23. One of the young men who knows Guido whispers to the others that Guido is a homosexual. Another of the young men yells out, ‘I hope you have a terrible life you sleazebag faggot poofter, you are a child molester, you fucking poofter, you should be ashamed of yourself you fucking poofter faggot. All you fucking poofters are the same. You’re all child molesters.’ [With Respect]

⁹ Cited above.

Tania, a transgender woman, moves into a new neighbourhood with her partner of 5 years. The neighbours appear to take an instant dislike to her and insist on finding any opportunity to upset her. Incidents include encouraging friends to scream out abuse as they leave after visits, throwing rubbish on her lawn and finally, making a banner that is hung from the roof of their house so that it is clearly visible to all neighbours that reads 'My neighbour has no brain and no dick. I hate trannies'. [*With Respect*]

I used to work in an independent supermarket. My boss would blame me for gay people using the store even though it never hurt his business and I never knew the gay people who came in. (Meghan, 20 years) [*Writing Themselves In Again*]

For our one year anniversary, my g/f and I decided to go to a nice hotel for the night. When we went there to book the room there was an older couple behind the desk. When they realized we were staying together they automatically booked two single beds. When we said we'd prefer the double they both stopped and stared at us and laughed saying we'd be much more comfortable with two single beds. I then had to say again that we wanted a double room... It wasn't fair and [it was] humiliating. (Melody, 20 years) [*Writing Themselves In Again*]

4.3 Role of a social marketing campaign

A social marketing campaign provides the opportunity to influence and shape positive community attitudes around GLBT people while at the same time promoting and bolstering legal provisions designed to provide protection against homophobic harassment.

A social marketing campaign which effectively coordinates government, relevant NGO agencies and the GLBT sector, and which is appropriately funded, gives the opportunity to address harassment which is regulated by the law and that which currently has no legal redress for those who experience it.

The strategies included in this framework are focussed around 3 models:

- Human rights and social justice
- Sexual orientation and gender identity
- Harm/need

Within each of these models, a number of different strategies are proposed.

5 Knowledge review

This chapter summarises previous work in this area in order to set the context for what type of initiatives are successful and for whom. It further assists in the identification of partners, collaborators and opportunities to build on existing good practice.

Key learnings relevant to the current framework are outlined in relation to:

- Key messages
- Target audiences

Training and education programs are also profiled as an important aspect of the work around homophobic harassment and anti-homophobia education and messaging. It is noted that building anti-homophobia materials into curriculum across the life continuum is imperative to the objectives of this framework.

5.1 Key messages

A range of successful anti-homophobia campaigns and projects have been undertaken both internationally and in Australia. Many of these provide a basis for exploring the development of broad-based and targeted community education strategies, but there are few examples of large-scale, long-term strategies such as are proposed by this framework.

It is also noteworthy that there is little evaluative material which investigates the impact of key messages on attitudinal change, although the work around HIV/STI prevention and family violence provides some useful insights.

Messages targeting non-GLBT communities and individuals and those targeting GLBT communities and individuals are summarised in the first part of this chapter and evidence of their effectiveness is discussed. These learnings are the basis for the models selected for this framework.

5.1.1 Messages targeting non-GLBT communities and individuals

The *With Respect* report comprehensively summarised both broad-based public education and awareness campaigns and targeted anti-homophobia campaigns that have been implemented in Australia and internationally. These are paraphrased and supplemented here for the convenience of the reader, and to provide evidence-based background for the key messages proposed for this framework.

Broad-based public education and awareness campaigns

It's homophobia that's Queer (Terrence Higgins Trust)

Key message: homophobia is a form of prejudice and fundamentally wrong

In 2000, the Terrence Higgins Trust implemented a campaign based on research demonstrating that homophobic harassment was a major cause of low self-worth among gay men and lesbians. The campaign, titled "It's Homophobia that's Queer," depicted

people in social settings and reworked common homophobic statements to problematise homophobia rather than homosexuality.

The campaign targeted the general community and aimed to encourage discussion about homophobia. The campaign also worked from research identifying that women were less likely to be homophobic than men, and young women in particular played a significant role in influencing their boyfriends' opinions about homophobia. The posters were therefore widely distributed in women's and youth magazines, tabloids, the London underground, pre-movie advertising at cinemas and media targeting teachers. The campaign ran for six months and also produced beer coasters and matchbooks.

Focus-group testing indicated that the posters received a positive response with audiences seeing them as realistic and educative. The test audience demonstrated a high degree of empathy for the message and found the humour engaging.

Degrassi Junior High (Health Canada)

Key message: celebrate diversity (it's cool) and talk to people if you feel isolated, bullied or scared (message for both non-GLBT and GLBT)

In 1992, Health Canada worked with producers and scriptwriters of *Degrassi Junior High* (Canada's most popular TV show for young people). The collaboration resulted in a series of six, thirty-minute episodes addressing the topics of sex, alcohol and drug abuse, depression and sexuality.

The *Degrassi Junior High* fan website provided further information synchronised with the television episodes. This technique was based on quantitative data that found young people rely on television and the internet for information. In the first eight months of operation over 54,000 fans registered as 'virtual students' and were able to access online advice and support from a counsellor on a range of topics such as gossip or same-sex parents. This approach used social marketing techniques that identify young people's desire for approval from significant others and from role models.

Homer's phobia (The Simpsons)

Key message: homophobia and homophobic parenting is born from ignorance, 'acceptance' is positive and an example of good parenting

In 1990, *The Simpsons* introduced its first gay character when the Simpsons family joined in Springfield's annual gay pride march. (Since then it has presented a range of GLBT characters).

In 1997, an episode titled '*Homer's Phobia*' depicted Homer's refusal to see a family friend after discovering he is gay. Homer's homophobic attitudes are challenged and the episode concludes with Homer accepting his gay friend and telling Bart that any way he lives his life is 'okay' by him.

The episode was the most controversial of the series and the FOX network was flooded with angry letters. The network stayed committed to the show and aired the episode as scheduled. Gay communities across the USA praised the episode and it went on to win an Emmy award in the same year for outstanding animation.

Targeted homophobia campaigns

Homophobia: What are you scared of (NSW Anti-Violence Project)

Key message: homophobic harassment is not cool

In 1998, AVP NSW in conjunction with the NSW Department of Education ran a school-based campaign which aimed to challenge homophobia in schools, titled *Homophobia: What are you scared of?*

The campaign strategy sought to mobilise classroom support for GLBT students and place pressure on potential perpetrators of homophobic harassment to change their behaviour. The campaign used prominent figures and representatives from the arts and sport, including members of Indigenous and ethnic communities, speaking out against homophobic harassment.

Posters, stickers, postcards, a comic and a fact sheet were produced, and the Director General of the Department of Education sent out a memo to school principals to promote their distribution. Campaign information and products appeared in education journals, youth publications and were distributed in fifteen languages.

An evaluation found that the campaign facilitated discussion among young people and youth workers about homophobia and its effects. In addition there was an 80 per cent recall among those surveyed, the poster featuring the Sydney Swans being the most memorable.

Gay Bashing is Gutless (Anti-Violence Project of Victoria Inc.)

Key message: Gay Bashing is Gutless

In 2004, the Anti-Violence Project of Victoria, with funding from the Lance Reichstein Foundation, Crime Prevention Victoria, VicHealth and the AIDS Trust of Australia, ran a campaign targeting young men aged 19-25 who were part of the body-building culture.

The project was based on research findings which showed this demographic were most likely to commit acts of physical homophobic violence. The poster featured the face and hands of a prominent Australian boxer, who describes homophobic violence as cowardly in accompanying text.

Evaluation on the campaign was conducted for the AVP (Convenience Advertising, 2004). Further funding was unsuccessfully sought to conduct change-impact evaluation to explore where homophobic values and attitudes developed among the primary male

target group as well as a secondary target group of their female partners, as reflected in the work of Flood and Dyson, (discussed below).

Messages from other campaigns

Research investigating the concept of masculinities and male identity demonstrates that attitudes that demean, sexualise and subordinate women are linked with homophobia and homophobic belief systems¹⁰ (Dyson and Flood, 2007).

The large body of work around violence against women therefore provides fruitful sources of knowledge for the current framework in the identification of effective key messages for the shared target audience.

Similarly, the various HIV/STI social marketing and community awareness initiatives provide rich understanding of effective communication messages in relation to the GLBT community awareness-raising components of this framework.

Violence against women campaigns

Violence against women
Key Messages: various – see below for discussion

In 2005 VicHealth conducted a review of Australian and overseas communication components of social marketing / public education campaigns focussing on violence against women (VAW). The comprehensive report summarises target groups and major themes (the summary of target groups is discussed in chapter 5 in this document).

Themes and threads of VAW campaigns were divided into categories with accompanying key messages. The more relevant of these are illustrated below along with evidence of their effectiveness, where this was available.

Type of campaign	Key message	Effectiveness re: evaluation
Deterrence appeals	Domestic violence is a crime/criminal offence	Deterrence appeals are only effective if the perpetrator believes there is a real possibility of being caught, and then, if caught, a real possibility of being convicted and suffering a substantial penalty – police engagement therefore crucial re: increase

¹⁰ Dyson, S., Flood, M.(2007). *Building cultures of respect and non-violence. A review of literature concerning adult learning and violence.* VIC Health.

Type of campaign	Key message	Effectiveness re: evaluation
		in the likelihood of reports and consequences of reports severe. In addition, such campaigns have little effect on stimulating men who use violence to seek help to change behaviour
<p>Appeals to ‘break the silence’</p> <ul style="list-style-type: none"> ▪ Subtheme: ‘violence against women is not a private matter, and society has the right to look into what happens in people’s homes and to intervene if necessary’ ▪ Subtheme: ‘violence against women is socially unacceptable’ 		<p>Increase in helpline calls indicate women’s willingness to talk about violence, but societal impact not measured.</p> <p>Unlikely to have much impact on men who use violence as most men who engage in violence do so without losing social face</p>
Appeals stressing the negative impact on children	<p>‘Domestic violence hurts kids too’</p> <p>‘I learned a lot from Dad, like how to treat a wife’. (positive role model to children message)</p>	Campaign led women to seek help
Appeals stressing the negative impact on women:	‘women have the right to live without fear of violence’	Appeals have little impact on most perpetrators as a motivator to seek help
<p>Changing social norms</p> <ul style="list-style-type: none"> ▪ Attempts to correct misconceptions of peer or community attitudes ▪ Attempt to change broader cultural 	<p>‘most men are respectful to women – few men use VAW’</p> <p>*rationale: changing ‘objective beliefs about prevalence will reinforce existing desirable beliefs, suppress the expression of undesirable beliefs and lead to members of the group being more willing to express desirable beliefs</p> <p>‘My strength is not for hurting’</p>	No evaluation discussed

Type of campaign	Key message	Effectiveness re: evaluation
perspectives of masculinity, male power and privilege	'Real strength is in the mind, not the fist'	

Other key learnings from the VAW campaign review:

- Mass-media advertising and media advocacy strategies should be integrated and mutually reinforce on-the-ground activities assisted by inter-agency/inter-network partnerships, and where applicable, by policy/legislative changes
- Include media advocacy strategies that obtain free media coverage and which influence unhelpful ongoing representations of VAW
- Longitudinal, multi-phased sustainable strategies which support on the ground activity work best (ie: beyond the short burst)
- Calls to action by the public should be based on specific behavioural objectives
- Thorough formative research should be conducted to understand target groups
- Interventions should be based on comprehensive theoretical models of health promotion and social marketing

Prevention of violence against women is also located within a Public Health model, which delineates between primary prevention, early intervention and intervention as a layered approach to sustainable attitudinal change.

Respect and responsibility (AFL)

Key Messages: Violence against women is not acceptable

Men have a positive role to play in helping to stop violence against women

The *Respect & Responsibility Policy* was launched by the AFL in November 2005 to address the issue of violence against women. The Policy's broad intention is to firmly position the AFL as a leader in advocating cultural change that will lead to safe and inclusive environments for women and girls, across all levels of Australian Rules Football.

The target areas for implementation of the Policy during its first two years of operation included:

- the introduction of model anti-sexual harassment and anti-sex discrimination procedures across the AFL and its 16 clubs;
- training and education for AFL Players (that may also be customised for players in state leagues);
- changes to the player rules governing "conduct unbecoming";
- the development of resources for community clubs to ensure safe, supportive environments for women and girls; and
- the development of an AFL-led public education campaign.

The emphasis of the program is on designing initiatives and program approaches that gain support from within the football community, and where clubs at national, state and local levels recognise the unique role they play in promoting a consistent message with respect to women’s and girl’s treatment and participation. To this end, the Program’s success is measured by the extent to which organisational responses are transferable and sustainable for the wider football community.

This Policy commitment has been supported by all AFL clubs and has received strong endorsement from the AFL playing groups.

A recent welcome addition to the AFL program is the inclusion of homophobia in its anti-violence policy, and its participation in campaigns related to the International Day Against Homophobia (IDAHO) in May 2010.

Evaluative material is not yet available from the project, but early signs suggest that while work targeting club culture and focussing on management is useful, there is still a need to specifically educate and train boys and young men about respectful relationships, which covers all prejudice including sexism and homophobia.

5.1.2 Messages targeting GLBT communities and individuals

Violence can happen on any street

Key message: there are things you can do to avoid homophobic violence and its effects and places to help if you are attacked

In 2002, AVP NSW ran a campaign consisting of fact sheets for GLBT people outlining information about how to avoid homophobic violence, what to do during an attack, where to seek help after a homophobic incident, and how and where to report an incident. A comprehensive distribution plan was incorporated into the campaign with distribution outlets including the AIDS Council of NSW, the NSW police force and the Sydney Gay and Lesbian Mardi Gras.

Make Some Noise (AVP VIC)

Key message: homophobic violence is against the law and police can provide support and protection

Ways to encourage the reporting of homophobic harassment and violence and develop discussion within the GLBT community and in the broader community

As part of its Make Some Noise campaign, AVP Vic produced the first version of its online reporting template to enable and encourage victims and witnesses of homophobic violence to report it to police. The reporting template was publicised through GLBT media and community groups as well as mainstream media. The initial template was produced in consultation with Victoria Police and data collected made available to the

Gay and Lesbian Liaison Unit. This reporting service has undergone two further revisions and exists today in the Online Violence Reporting service operated through the Anti-Violence Project’s website.

AVP Violence Reporting Service

Key message: Call 000 and when safe contact the AVP, or if you won’t want to speak with police in the first instance, AVP can assist with taking the violence report.

To increase the reporting of heterosexist or homophobic violence through self-reporting, assisted and third party reporting

Stage One: involves encouraging GLBT individuals to report violence whether they personally experience or are secondary victims of it.

Stage Two: involves assisted reporting whereby individuals can contact the AVP and receive assistance in making the report.

Stage Three: involves training and skills development of staff, management, venue proprietors and shopkeepers in areas in which homophobic violence can and does occur, to facilitate and support victims of violence to make a report from the venue or shop as close as possible to the time at which the violence has taken place (AVP Venues pilot – currently underway in the City of Stonnington).

Stage Four: is the development of relationships with multi-faith and multi-ethnic communities where the GLBT community will be encouraged to report prejudice motivated violence against these other communities through the AVP reporting service. Multi-faith and multi-ethnic communities will likewise be encouraged to collect data and refer to AVP when their community members become aware of prejudice-motivated violence driven by homophobia (pilot establishment for this stage is currently underway).

Victoria’s Anti-Violence Project maintains a visual presence with banners and promotional literature promoting violence reporting and the online violence reporting service at a range of GLBT community events, including Midsumma Carnival, the Chill-Out Festival in Daylesford and Pride March, and promotes its activity through GLBT print media and radio.

5.1.3 Key messages for this framework

The suggested campaigns within the three models include a combination of positive messages about the important contributions of GLBT people as well as clear information about the impacts of homophobia and transphobia on GLBT people and the broader community.

Messages promoting the reporting of homophobic and transphobic incidents by GLBT people provide clear messages of support for GLBT people and must be backed up with resources to ensure a positive experience for GLBT people.

5.2 Target audiences

This section provides detail as to the target audiences for the community education strategy, as well as likely access points for reaching target audiences.

The particular issues for GLBT people and communities are outlined and the role internalised homophobia plays in the pervasiveness of homophobic harassment is also discussed.

Homophobia, like racism and sexism is inherent in the socialisation process in all Western societies and is therefore found, to varying degrees, in all sections of the community and in all people. Along this continuum, the most likely ‘perpetrators’ of homophobic harassment have been identified in current research, and these findings are highlighted here.

In addition, the recent work conducted by VIC Health and partners *Building on our strengths: a framework to reduce race-based discrimination and support diversity*¹¹, highlights the understanding of the impact of discrimination and what can be done to address it. This work is a useful sister document to the current framework, both in relation to the experience of discrimination but also to help identify and reach target audiences.

This information further assists with ensuring the social marketing campaign is delivered to the most appropriate sites underlining the importance of both broad-based and targeted messages.

5.2.1 GLBT people and communities

With Respect notes that initiatives for GLBT people and communities should aim to increase the capacity of GLBT people to respond to, and encourage reporting of homophobic incidents. This will provide police and other government agencies with important incidence and perpetrator data that can be utilised to improve the design and implementation of effective anti-homophobia initiatives.

¹¹ Victorian Health Promotion Foundation (VIC Health) (2009) *Building on our Strengths: a framework to reduce race based discrimination and support diversity*.

One of the major barriers to GLBT people reporting or seeking assistance for acts of homophobic harassment is the belief that they will not be taken seriously or that reporting will lead to further abuse from service providers.¹²

Initiatives which challenge heterosexist service delivery and which provide resources to appropriately train staff should be included in the community education strategy.

The recently released “*Well Proud: a guide to gay, lesbian, bisexual, transgender and intersex inclusive practice for health and human services*”¹³ produced by the Ministerial Advisory Committee on GLBTI Health and Wellbeing provides guidance on developing GLBT-sensitive service delivery that will enable increased confidence amongst GLBT people accessing those services, and improved responses to the experience of harassment when they get there.

Similarly, the work of the Gay and Lesbian Liaison Officer program within Victoria Police is important to the foundational infrastructure of the GLBT component of the community education strategy. Development of this program will also help to ensure sufficient confidence within GLBT communities to facilitate reporting, and that systems support effective data collection for the purpose of program improvements. Additionally, this program has implemented an education strategy within Victoria Police to provide police with the knowledge and skills to effectively meet the policy needs of GLBTI people. This is a long-term commitment and a recommendation from *Coming Forward*.

Recommendation 7 from *With Respect is*: That the Government – in conjunction with relevant external agencies – improve data collection on the incidence and types of homophobic harassment. This may include:

- engaging with Victoria Police to ensure their data collection system has the capacity to collect accurate and comprehensive data; and
- engaging with GLBT community organisations to gather incidence data on harassment against GLBT people.

For the purposes of the current framework, it is timely for the Government to action this recommendation in the interests of meeting its objectives particularly objective two of this framework.

Similarly, the second objective of this framework cannot be met without appropriately funded infrastructure for GLBT organisations to support people and communities affected by homophobic harassment. The framework also proposes that the Government ensure GLBT organisations are funded so as to fulfil their role as supporters, advocates and leaders in the development and implementation of anti-homophobia initiatives.

¹² Leonard, Mitchell, Pitts and Patel (2008) *Coming Forward: The underreporting of heterosexist violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne

¹³ The Ministerial Advisory Committee on GLBTI Health and Well Being (2010) *Well Proud: a guide to gay, lesbian, bisexual, transgender and intersex inclusive practice for health and human services*.

Homophobic attitudes also influence gay men and lesbians directly through the internalisation of negative messages about homosexuality associated with shame, guilt and self-hatred.

Such responses reflect the damaging influence of heterosexual norms and homophobic and transphobic attitudes upon GLBT people, in some instances resulting in increased risk of self-alienation, or alienation, abuse or violence towards other GLBT people. It is important for a framework to consider this complexity and include initiatives which target GLBT who themselves are along the continuum of homophobic attitudes.

Access points for GLBT people

- GLBT organisations (VAC health promotions; {also} Foundation projects; Country Awareness Network; Gay and Lesbian Switchboard; Anti-Violence Project of Victoria Inc, Drummond Street Relationship Centre; Melbourne Sexual Health Centre; local council queer youth groups; University queer departments; PFLAG; PLWHA etc).
- GLBT media
- Music and night venues
- GLBT Sporting clubs
- GLBT professional organisations

5.2.2 Non-GLBT people and communities

As noted, homophobia and transphobia exist in all of society's institutions and in all of our social contexts.

The heterosexist environment in which we are socialised means that homophobic and transphobic attitudes are prevalent to varying degrees across all communities and all aspects of society. Homophobic and transphobic harassment therefore, as discussed, occurs in the everyday lived experiences of GLBT people, and national and international studies have demonstrated a link between GLBT people's lived experience of homophobic harassment and reduced health outcomes.

A recent national survey of the health and wellbeing of same-sex attracted young people (SSAY), *Writing Themselves in Again*, showed that SSAY who had been subject to homophobic abuse and harassment were at increased risk of substance abuse, self-harm, unsafe sexual practices and homelessness.¹⁴

Research on rising rates of HIV infection among gay men in Australia, the US, UK and Canada suggests a link between some gay men's experiences of homophobic abuse and harassment, and their use of recreational drugs and increased sexual risk-taking.¹⁵

¹⁴ Hillier, L., Turner, A., & Mitchell, A. (2005) *Writing Themselves in Again*. ARCSHS, La Trobe University: Melbourne.

¹⁵ Victorian Government Department of Human Services (2008) *Something borrowed, something new*:

At the same time a growing body of research has looked at how homophobia impacts negatively on GLBT people's sense of personal worth and social wellbeing leading to their reduced educational, workforce and social participation. These findings are consistent with those of the Victorian Health Promotion Foundation, which demonstrate a direct link between people's experiences of systemic and ongoing discrimination and reduced mental and physical health.¹⁶

A social marketing campaign therefore needs to include broad-based anti-homophobia public education to reduce or eliminate the systemic prejudice and discrimination that underpin GLBT people's reduced health outcomes, including increased risk of HIV. Such campaigns address both individual and institutionalised homophobia. They further have the potential to change social attitudes and reduce violence and harassment against GLBT people while also increasing GLBT people's sense of personal and social wellbeing.

5.2.3 Who are the potential 'perpetrators' of homophobic harassment?

The work conducted around 'mapping homophobia' (Flood and Hamilton, 2005) reveals men are more likely than women to hold anti-homosexual beliefs and prejudices and this finding is true across age, socio-economic, educational and regional divides.

It is also noted that homophobic attitudes are more prevalent in country areas than in cities (2005:22).

A further breakdown reveals that while older Australians are considerably more homophobic than young adults, boys between 14 and 17 show relatively high levels of homophobia. Homophobic attitudes are also more prevalent among those with lower levels of education (although even among tertiary educated men, 33% believe homosexuality to be immoral).

The extent to which holding homophobic attitudes translates to behaviour which constitutes homophobic harassment is a complex question. Flood and Hamilton note, however, that homophobic attitudes contribute to a general climate of intolerance and hostility, where vilification of, and discrimination towards gay men, lesbians, bisexuals and transgendered people is condoned if not supported. It is therefore reasonable to see homophobic harassment as a result of foundational homophobic belief systems.¹⁷

Addressing increased rates of HIV and STI transmission among gay men in Victoria. Prepared by William Leonard on behalf of the Ministerial Task Force on HIV and AIDS. Victorian Government Department of Human Services: Melbourne, Victoria; Leonard, W., Dowsett, G., Slavin, S., Mitchell, A., & Pitts, M. (2008) *Crystal clear: The social determinants of crystal methamphetamine use among gay men in Victoria.* Monograph Series Number 67. Melbourne: La Trobe University, The Australian Research Centre in Sex, Health and Society.

¹⁶ Victorian Health Promotion Foundation (2005) *A plan for action 2005-2007: promoting mental health and wellbeing.* Victorian Health Promotion Foundation: Carlton, Victoria

¹⁷ Flood and Hamilton, (2005) *Mapping homophobia in Australia.* The Australia Institute.

Further evidence is provided in *Coming Forward* (2008) which reveals that in 72.3 per cent of cases the perpetrator/s were identified as male only, with nearly 8.5 per cent of respondents reporting female only perpetrator/s and 13.7 per cent reporting that the perpetrators included men and women.¹⁸

In addition, 64.2 per cent of respondents reported that multiple offenders had been involved, with 44.3 per cent reporting two or three perpetrators, and 19.9 per cent four or more.

Work undertaken by the Victorian Police Gay and Lesbian Advisory Unit examined homophobic crimes reported to Victoria Police between June 2001 and December 2006. That work found:

- 22 per cent of homophobic crime victims were female.
- 55.2 per cent of male victims of homophobic crime were aged under 30.
- Offenders were arrested for 37% of the homophobic crimes reported to police.
- 56 per cent of offenders arrested for homophobic crimes were aged under 20 and 76 per cent aged 30 years or under.
- 47 per cent of homophobic offences were assaults.
- 56 per cent of assaults were indictable (resulted in an injury).
- 57.1 per cent of homophobic assaults were committed by multiple offenders
- 68.2 per cent of assaults were preceded by homophobic language from the offender(s)

In relation to access points to deliver messages to these targeted demographic groups, opportunities exist within schools, the TAFE sector, and where there are apprenticeship schemes (particularly in traditionally male occupations), Trade Unions and in community sporting clubs. Special attention should also be paid to delivering messages via these institutions and organisations in country areas.

5.2.4 Where does harassment occur?

Coming Forward found that heterosexist violence occurs across metropolitan, rural and regional Victoria at unacceptable levels.¹⁹ While much of the violence reported by respondents is committed by strangers in a random fashion, GLBT people also experience relatively high levels of violence at work and in their own homes. This is demonstrated by findings which indicate that:

- One in three incidents of heterosexist violence occurs on the street

¹⁸ Leonard, Mitchell, Pitts and Patel (2008) *Coming Forward: The underreporting of heterosexist violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne. Note: *Coming Forward* documents underreporting of heterosexist violence and same-sex partner abuse in Victoria. The current project deals only with homophobic harassment and not same-sex partner abuse

¹⁹ Leonard, Mitchell, Pitts and Patel (2008) *Coming Forward: The underreporting of heterosexist violence and same sex partner abuse in Victoria*. Australian Research Centre in Sex, Health and Society [ARCSHS] La Trobe University: Melbourne.

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- Thirteen per cent of violence against GLBT people occurs in their own home and 10 per cent at work
 - In 70 per cent of cases the perpetrator was a stranger or had no prior relationship to the victims
 - Sixty-five per cent of respondents reported that multiple offenders were involved.

In addition, and consistent with the research referred to by Flood and Hamilton, a key finding from *Writing Themselves In Again* was that school was the most dangerous place for young people, with 74 per cent of young people who were abused experiencing this abuse at school (80 per cent young men and 48 per cent young women)²⁰.

The work undertaken by Victoria Police Gay and Lesbian Advisory Unit found that:

The most common location for homophobic assaults to take place were:

- Street 40.2 per cent
- Residential locations 13.1 per cent
- Public transport 12.2 per cent
- Parks 10.3 per cent

Property damage constituted 24 per cent of homophobic offences report to Victoria Police from June 2001 to December 2006.

5.3 Training and education programs

Along with social marketing campaigns and initiatives, training and education programs, appropriately located, provide fertile opportunities for addressing homophobia and raising awareness as to its negative effects within various sections of the community.

Training and education programs in schools, TAFEs and Universities are noted as particularly effective as a prevention strategy and their ongoing development and implementation are crucial to address the long-term systemic change required to reduce and eliminate the incidence of homophobic harassment.

This framework advocates for additional resources to be dedicated to primary prevention initiatives that aim to influence early childhood socialisation processes, and for a whole of life anti-discrimination education system. (See recommendations, chapter 10).

There are a number of training programs which include messages about homophobic harassment, and two of these are outlined here – Pride and Prejudice, and the VEOHRC workplace behaviour training and Inclusive Schools Programs, along with a note about the development of training within the sporting sector.

²⁰ Hillier, Turner and Mitchell (2005) *Writing themselves in again: 6 years on. The 2nd National report on sexual health and well being of same sex attracted young people in Australia*. Australian Research Centre in Sex, Health and Society [ARCSHS], La Trobe University.

Pride and prejudice: An education package to challenge homophobia in secondary schools

Pride and prejudice is a 6-8 week education package focussing on sexual diversity and homophobia designed for secondary schools in Victoria.

The program was formally evaluated in 2000 – 2001 by Deakin University's psychology department. Data from this study of the program showed that students' attitudes to both gay men and lesbians improved significantly after six weeks, more so for male students. In addition, students evaluated the program positively. These results were written up in the December 2001 issue of the Health Promotion Journal of Australia.

Beyond the classroom, anecdotal information suggests that the program can allow the opportunity for the school to hear about the program's process, gain new information, obtain new perspectives from their students and particularly initiate broader staff discussions on a topic which staff typically do not feel safe or supported in discussing. (<http://www.prideandprejudice.com.au>)

VEOHRC: Workplace behaviour training and Inclusive Schools Programs

The Victorian Equal Opportunity and Human Rights Commission provides a wide range of training workshops and programs around the EOA and the *Victorian Charter of Human Rights and Responsibilities*.

In particular, VEOHRC offers training programs for workplaces focussing on discrimination, harassment and bullying in relation to protected attributes in the EOA, including sexual orientation and gender identity. Training is tailored for specific audiences within the workplace such as general staff, supervisors and trainers or harassment contact officers.

This model of training embeds messages about homophobic harassment within the broader context of discrimination and harassment and their negative consequences in workplaces. Furthermore, training is generally provided to the whole workplace, ensuring comprehensive coverage of the message. VEOHRC additionally provide an Inclusive Schools course within its annual calendar program which targets teachers, principals and other school staff.

As noted at 5.1.2, there are initiatives currently under development within the sporting sector which seek to challenge homophobia in sport through training and education.

In addition to the training discussed above, the VEOHRC is a partner agency to Play By the Rules, a national initiative that provides information and online learning for community sport to prevent and deal with discrimination and harassment, including that which is homophobically-motivated, and to develop inclusive and welcoming environments for participation.

In 2010 the VEOHRC is also piloting a new project in partnership with the Australian Sports Commission to develop an engagement strategy (that includes possible education and training, policy development and social marketing campaigns) to tackle homophobia within a single sporting code as a model for others.

Extending the impressive work in the area of violence against women conducted in recent years in their “Respect and Responsibility” project, the AFL has now included homophobia and homophobic harassment.

To this end, the AFL have recently launched an “Inclusion and Diversity” campaign aimed at eradicating homophobia in football, and in partnership with Headspace, have recently released a community service announcement video to piggyback on its IDAHO campaign involvement (available at <http://www.headspace.org.au/home/my-headspace/news-and-events/news-article/?news=456>).

This work is particularly important given the findings of the recently released, first-time Australian research, *Come Out to Play*, which examined the enablers and barriers to GLBTI participation in mainstream sport.

The research found that almost half of all participants surveyed were not out in their chosen sport, and for male participants, AFL was the sport most would like to play but don’t, because of safety and harassment fears.²¹

5.3.1 Target audience for this framework

<p style="text-align: center;">Campaigns targeting non-GLBT communities</p> <p>Primary audience: Mainstream community members. Secondary audience: Young people in the mainstream community – with a focus on young men. Influencers: Peer group.</p> <p style="text-align: center;">Campaigns targeting GLBT communities</p> <p>Primary audiences: GLBT people and service providers in the law enforcement and complaint handling industries.</p>

²¹ Symons, C., Sbaraglia, M., Hillier, L., Mitchell, A. (2010) *Come out to play: the sports experiences of LGBT people in Victoria*, Institute of Sport, Exercise and Active Living (ISEAL) and the School of Sport and Exercise, Victoria University.

6. The framework



7. Strategies for change

“What is needed (to combat homophobia) is a coordinated long-term strategy which includes a variety of approaches that target different sections of the community.” With Respect (2006).

7.1 Human Rights and Social Justice Model



1. “Look after your friends”
2. AFL extension
3. Champions program
4. Making a difference – SBS
5. “Deserves respect”

Figure 1. Human Rights and Social Justice

Background/rationale

There have been a number of campaigns and initiatives to both celebrate diversity and to address discrimination and violence within the broader community. Despite many changes in social attitudes and the increased profile of GLBT people in our community, heterosexist attitudes and harassment still impact on the lives of approximately 80% of the GLBT community who not only experience this in their lifetime, but report that they *expect* to experience this in their lifetime (Coming Forward 2009).

The Human Rights and Social Justice model suggests *what you do to one of us affects us all*. In a civil society, any form of discrimination and inequality – no matter who it affects – is a blight on our broader community and requires a broad community response.

Objectives

1. To increase the inclusion of GLBT communities in the “diversity” community context (for instance when describing diverse families etc)
2. To increase the awareness of the mainstream community about the need for broader acceptance and inclusion of GLBT people
3. To achieve significant awareness and recognition of the campaign with the broader community
4. To increase media and other coverage of GLBT harassment issues as the mainstream community experiences.

A series of social marketing campaigns combining mainstream and diversity champions will send key messages celebrating the diversity that makes up Victorian culture and the importance of promoting and maintaining this as a proud characteristic of our culture.

These messages will also highlight the importance of living in an environment that is free from harassment and violence – no matter who you are, and that it is everyone’s responsibility to make that happen.

This model is consistent with the aims of the Charter, which states in its Preamble that it is founded on a range of principles, including that “human rights belong to all people without discrimination, and the diversity of the people of Victoria enhances our community”.

Target Audience

Primary audience: Mainstream community members
 Secondary audience: Young people in the mainstream community – with a focus on young men
 Influencers: Peer group

Key Messages

- What you do to one of us, affects us all.
- It’s up to all of us to take a stand.
- Discrimination brings us all down.

Campaign & Rationale	Campaign strategy	Campaign and distribution components	Suggested sequencing
<p>1. Look after <u>all</u> your friends</p> <p><u>Rationale:</u> This campaign asks people in groups or as individuals to step and do the right thing, regardless of the setting.</p>	<p>Introducing party scenes and public spaces with diverse (race, disability, sexuality) groups of young people. Scuffles and taunts (about their differences) arise and are met with friends sticking up for those being victimised.</p> <p>Message: “ Look after <u>all</u> your friends”</p>	<p>Posters, postcards, radio, tv and viral</p> <p><u>Distribution:</u> Youth centres, health and community centres continuous loop TV), viral, bus and tram stops.</p>	<p><u>Immediate</u> take up to capitalise on the current “look after your mate” campaign that addresses public drinking.</p>
<p>2. AFL campaign and extension</p>	<p>a) Created initially for International Day Against Homophobia (IDAHO), the AFL has supported AFL</p>	<p>a) Poster series, bill board, tram and bus stops. Viral through You-tube b) AFL players to</p>	<p>AFL Season 2011</p>

<p><u>Rationale:</u></p> <p>Building on the momentum currently in place by the AFL, and reinforcement of message from prominent figures in our community. A wider range of AFL personalities will be used, together with a week of focus as all players wear the “respect” armband.</p>	<p>players who have created a series of anti-homophobia posters based around football, family, and coming out. Extension component allows for a wider range of AFL champions to participate and wider distribution, and to build on the message. Whilst not obliged to “come out” the message is about feeling comfortable to be who you are....no matter <u>who</u> you are.</p> <p>b) For one week next AFL season, players to wear a patch on their jumpers – “respect” to complement the (proposed) release of the WRAP/AFL extension campaign.</p> <p>Message: “Oh, <i>that’s</i> okay! For a moment I thought you were going to tell me you were changing to Collingwood!” (or other rival team)</p>	<p>wear armbands on a designated AFL round to “launch” campaign</p> <p><u>Distribution:</u></p> <p>The posters will be produced and distributed to community centres, health centres, youth centres and GLBT organisations in both rural Victoria and metropolitan Melbourne. The extension component of the campaign would also spread to tram and bus stops and ideally suits a billboard and side of tram campaign due to the recognition pull of the AFL champions.</p>	
<p>3. Champions program</p> <p><u>Rationale:</u></p> <p>Straight or gay, acceptance of difference is good for our</p>	<p>Profiled people talking heads – short messages of support for diverse and colourful community. A mix of straight and gay champions recommended -</p>	<p>TV, posters, billboards, viral, radio</p> <p><u>Distribution:</u></p> <p>The posters will be produced and distributed to community centres,</p>	<p>Short term campaign capitalising on current “champions.” E.g. Daniel Kowalski has expressed interest in joining this</p>

<p>community. Opinion leaders are influential in presenting this message. A range of straight and gay champions promotes a partnership and coalition approach.</p>	<p>Daniel Kowalski already committed to participate</p> <p>Message: We're richer as a community for the diversity in it. Everyone deserves respect.</p>	<p>health centres, youth centres and GLBT organisations in both rural Victoria and metropolitan Melbourne (TV loop). Tram, bus stops and billboard</p>	<p>campaign.</p>
<p>4. Marking a difference - SBS</p> <p><u>Rationale</u></p> <p>Presenting personal stories of diverse family groupings is a potent way to "mainstream" messages of diversity and acceptance</p>	<p>SBS television is running a series of 30 second commercials, titled "Making a Difference" portraying diverse family settings and capturing a discussion</p> <p>Message:</p> <p>Every family has a story to tell – what's yours?</p>	<p>TV ads</p> <p><u>Distribution:</u></p> <p>SBS Network</p>	<p>SBS have a scheduling program for this program.</p>
<p>5. "Deserves respect"</p> <p><u>Rationale:</u></p> <p>To profile people of diverse backgrounds – including sexual diversity – with the emphasis on their achievements and contribution to society.</p>	<p>Achievers – past and present.</p> <p>Still shots – photo of champion</p> <p>e.g.</p> <p><u>Alan Turing</u></p> <ul style="list-style-type: none"> • Founder of computer science • One of Time Magazine's 100 most important people of the 20th century • Wartime code breaker 	<p>TV, papers and posters</p> <p><u>Distribution:</u></p> <p>Newspaper ads, TV and posters on bus and tram stops</p>	<p>Medium term campaign that can stand alone and fit in opportunistically to other diversity messages</p> <p>e.g.</p> <ul style="list-style-type: none"> • multicultural • disability

	<p>Message: “Deserves respect”</p> <p>All sexes, genders and sexualities have a bottom line – respect.</p>		
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7.2 Sexual Orientation and Gender Identity Model



6. “Get a difference perspective”
7. RU12?
8. Where do I sit?
9. It’s one part of who I am

Figure 2. Sexual Orientation and gender Identity

Background/Rationale

Sexual orientation and gender identity: this model draws attention to everyday people leading everyday lives, who just want to get on with it. The campaigns are designed to highlight the everyday yet also celebrate the contribution made by “champions” and regular GLBT people alike. Whilst the intention is to “normalise” sexuality and gender identity within the context of a person’s whole life, denying people’s ability to express who they are in their entirety has been shown to have harmful impacts on health and wellbeing.

Objectives

1. To increase the awareness about the contribution GLBT people make to our society
2. To raise awareness that sexuality and gender identity is one part of a whole person, not the only part
3. To raise awareness about some of the discriminatory aspects of everyday society

Target Audience

Primary audience: Mainstream community members

Secondary audience: Young people in the mainstream community – with a focus on young men

Influencers: Peer group

Key Messages

- Sexual orientation and gender identity is one part of who I am – there are lots of other parts
- I contribute to society in many ways
- Discriminatory remarks – no matter how seemingly innocuous – have an impact

Campaign & Rationale	Campaign strategy	Campaign components	Suggested Sequencing
<p>6 “Get a different perspective”</p> <p><u>Rationale:</u></p> <p>The word “gay” or “lesbian” (or bisexual, transgender,) would be replaced on the poster, with the word “straight” in order to show that these types of phrases sound ridiculous and offensive in a straight context, so it is no different when asking a gay person.</p>	<p>The concept aims to provide a different perspective on commonly said (though, less commonly thought about) phrases which are perceived to be slightly homophobic.</p> <p>Such phrases include:</p> <p><i>“I don’t mind if you’re gay, just don’t flaunt it in public”</i></p> <p><i>“Are you sure you’re gay? It might just be a phase”</i></p> <p><i>“So when did you DECIDE to be gay?”</i></p>	<p>Posters and postcards, bus and tram</p> <p><u>Distribution:</u></p> <p>Placed up around the city in local venues (such as Melbourne Central Food Court, Swanston St poster poles). In addition to the posters, postcards, and sent to schools (ideally with a guest speaker to explain the meaning). The postcards would have written information on the reverse side with call to action for more information and support.</p>	<p>Timed for orientation weeks in tertiary settings</p>
<p>7 RU12?</p> <p><u>Rationale:</u></p>	<p>A series of photos of everyday people leading everyday lives, with an</p>	<p>Posters and regional papers with a side story</p>	<p>Medium term campaign - regular feature</p>

<p>A visual campaign match with short real life story about the lives of rural GLBT people who contribute to their communities. This approach counters the view that sexual identity is the only thing on the minds of GLBT people.</p>	<p>accompanying story about them as contributing citizens within their communities.</p> <p>This campaign builds on from a previous campaign implemented by {also}'s Rural Network Committee in 2007.</p> <p>Message:</p> <p>“Everyday people leading everyday lives.</p> <p>- Sexuality is one part of who I am”</p>	<p>of the participant</p> <p>Distribution:</p> <p>Regional Victorian newspapers</p>	<p>in regional papers –</p> <ul style="list-style-type: none"> • Weekly Times • local rural
<p>8 “Where do I sit?”</p> <p><u>Rationale:</u></p> <p>Change rooms and public conveniences are the places that cause most offense for Transgendered individuals.</p>	<p>A change room in a clothing shop – male sign one side, female the other. Sue Anne Post (comedian who often talks about transgendered issues,) standing in the middle – arms raised questioningly.</p> <p>Transgendered folk profiled in subsequent photos in the same pose.</p> <p>Message:</p> <p>“Where do I sit?”</p> <p>All sexes, genders and sexualities have a bottom line – respect.</p>	<p>Posters, postcards</p> <p><u>Distribution:</u></p> <p>Community, youth, and health services. The postcards would have written information on the reverse side with call to action for more information and support.</p>	<p>Medium term campaign -</p>
<p>9 “It’s one part of who I am”</p> <p><u>Rationale:</u></p>	<p>A rubic’s cube – images of people heads on top and bodies on bottom rotating. Different configurations show those heads in different roles (eg. As a doctor, on the sports field, playing music, holding a child then with one</p>	<p>TV, posters, brochure</p> <p><u>Distribution:</u></p> <p>TV bites, public messages (buses and tram stops), brochure to</p>	

	“rainbow” role) Message: There are many sides to me – all are important and deserves respect.	include additional information – call to action – to services and supports.	
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7.3 Harm/Need Model



Figure 3. Harm/Need

- 10. Think b4 you speak
- 11. DEECD campaign
- 12. Children aren’t born homophobic
- 13. Saying nothing IS saying something

Background/Rationale

A Harm/Need approach which addresses behaviour and attitudinal shifts both inside and outside the GLBT community. The aim is to combat social inequality, disadvantage and discrimination. As outlined in *With Respect* (2006), there is a requirement for people from within the GLBT community to increase their reporting and activism around inappropriate and unlawful behaviours, and it is also the responsibility of those mandated to support all Victorians including GLBT people, to provide structures and supports to assist and advocate for a civil and respectful society.

The underreporting of homophobic violence has led to a gap in current policy measures to combat such violence. The two-tiered approach of the WRAP project- to reduce

homophobic harassment by changing community attitudes and behaviour, while at the same time striving to increase the capacity of GLBT people to respond to and report violence- provides a broad framework for measures aimed at *increasing* the level of reporting as much as it does for *decreasing* the incidence of violence. The WRAP approach strives to put policy into practice within the framework of *Coming Forward* and *With Respect*.

There are mechanisms in place – through the Anti-Violence Project (AVP), such as on-line and third-party reporting mechanisms. Police responses are improving but there is much to be done. The training provided for new recruits is exemplary and needs every encouragement and support to continue and grow. Refresher programs need to be considered, as the evidence shows there is still widespread concern by GLBT people in coming forward to report their experiences.

There needs to be simultaneous activity from both the legal and police systems to show commitment and leadership in addressing systematic discrimination and experiences of sexuality and gender identity-related harassment and violence, as has been done in response to family violence.

Within the GLBT community, strategies need to be developed to challenge the view that homophobia and violence are not “normal or appropriate” behaviours, and that avenues for addressing these issues are available. Notwithstanding the incidence of violence within the GLBT community and the responses that need to be in place.

Objectives

GLBT Community:

1. To increase GLBT people’s awareness of their rights protected in law
2. To increase the confidence of GLBT people to speak up and report discriminatory and other illegal behaviour

To inform the GLBT community about what mechanisms are in place to support and respond to their reporting

Mainstream:

3. To increase awareness in the general community and impacted professionals of their responsibilities to prevent and respond to incidents of heterosexual harassment and violence

Target Audience

Primary audiences: GLBT people and service providers in law enforcement, legal and complaint handling industries

Key Messages

Discrimination is illegal and harmful to all individuals

Everybody needs to take responsibility - saying nothing **is** saying something

Silence and inaction is equally harmful as the spoken word or actions

Campaign & Rationale	Campaign strategy	Campaign components	Suggested Sequencing
<p>10 Think b4 you speak</p> <p><u>Rationale:</u></p> <p>This ongoing strategy complements the more direct “hits” from short term targeted campaigns. It will provide a “go to” place for current campaign information and an ongoing “call to action”</p>	<p>A powerful American on line campaign (which can easily be adapted for Australian use – with permission) with a range of features: a) a call to action presence for GLBT young people and their friends/supporters to develop and load short films in support of diversity. b) a “live” counter that filters twitter and records the times (per day) that the words “that’s so gay,” “ fag,” and “dyke” are used. Adapted for the Australian context, this would piggy back on and complement GLBT youth websites – Minus 18, Way Out, including a facebook page call for further campaign suggestions and commitment slogans such as “my friend’s gay – got a problem?” c) This campaign also asks people to show their support by “signing on” and sending an e-card as a show of support.</p> <p>Message:</p> <p>There is a lot of support for SSAGQ youth. Labels and stereotyping are not okay.</p>	<p>Facebook, viral and website</p>	<p>Ongoing for the WRAP campaign – once site developed, refreshed with new campaign material and updates.</p>
<p>11 DEECD campaign</p> <p><u>Rationale:</u></p> <p>To reinforce the Sexual Diversity</p>	<p>Postcard series – brief case study of a student on one side with three dot points of “actions” that a teacher needs to adhere to and enact the policy.</p>	<p>Postcards distribution complemented by an article in the teachers gazette</p>	<p>Second term release into secondary schools.</p>

<p>policy and to highlight steps that teachers need to take to support students and staff to implement the policy</p>	<p>Other side, case study of gay teacher and the parts of the policy that support them in their workplace.</p> <p>Message:</p> <p>This policy is in place to support SSAGQ young people and GLBT staff.</p>	<p><u>Distribution:</u></p> <p>through DEECD authorised channels to all teachers impacted on by the Sexual Diversity in School Policy (2008). through Call to action</p>	
<p>12 Children aren't born homophobic</p> <p><u>Rationale:</u></p> <p>A strategy to convey the message that our values and attitudes are passed to our children – therefore we need to be positive role models to shape an accepting and supportive culture.</p>	<p>Photo of Baby lifted up in parent's hands.</p> <p>"Children aren't born homophobic</p> <p>- So how do they learn it?</p> <p>Message:</p> <p>Your values and prejudices are transferable</p>	<p>Posters, billboards</p> <p><u>Distribution:</u></p> <p>Broad and mainstream</p>	<p>Short term run followed up by champion's messages to consolidate personal responsibility.</p>
<p>13 Saying nothing IS saying something – doing nothing is not an option</p> <p><u>Rationale:</u></p> <p>To convey the message that we have rights AND responsibilities and that it is our responsibility to</p>	<p>To complement and extend the messages developed for IDAHO, authority figures (Simon Overland, MP's etc) and mainstream alike will broaden the messages of homophobia in sport to mainstream messages around "doing something."</p> <p>Message:</p> <p>That we all have a responsibility to do something. Standing by is</p>	<p>Radio and press (gay and mainstream), viral and e-commitments</p> <p><u>Distribution:</u></p> <p>Gay and mainstream</p>	<p>A refresher of the IDAHO homophobia in sport message to precede these follow up messages.</p>

take action and challenge homophobia. If we say nothing about issues of diversity and homophobia, we are complicit in conveying it's not okay.	not an option.		
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Costings

The following provides an estimate of costings for campaign elements.

Website development	Cost	Campaign elements:
Research and design	\$4,000	WRAP customised website Campaign 1-13
Animated flash elements	\$2,500	Specifically:
Site Development and build	\$3,500	1 Look after your friends
Custom stats and tracking	\$1,500	3 Champions program
SMS notification	\$2,000 - plus \$0.22 per SMS	10 Think b4 you speak
eCard functionality	\$1,500	13 Saying nothing IS saying something
Hosting, technical admin, maintenance & support	\$60 pa	
Site updates & admin 8 hours design & development Per month on required pages	\$300 pa	
Postcards x 6 types	\$5,470	1 Look after your friends 5 "Deserves respect" 8 Where do I sit? 11 DEECD campaign

A2 Posters x 6 types	\$4,920	1 Look after your friends 2 AFL extension
Poster production	\$4,268	3 Champions program 5 "Deserves respect" 6 "Get a different perspective" 7 RU12? 8 Where do I sit? 9 It's one part of who I am 10 Think b4 you speak 13 Saying nothing IS saying something
Outdoor Media FIXED 42 Billboards for use in roadside and rail locations in metropolitan Melbourne over a 12 month period.	\$76,824	2 AFL extension 3 Champions program 12 Children aren't born homophobic
MOBILE 105 Buspack Twin 8's for use on Melbourne metropolitan trams.	\$72,192	2 AFL extension 5 "Deserves respect" 6 "Get a different perspective"
ADSHEL 192 Adshel panels in the Melbourne metropolitan area	\$86,400 Rates per panel (32 panels) per 2 week rotation @ \$14,400.00 per rotation for 6 rotations	2 AFL extension 3 Champions program 5 "Deserves respect" 6 "Get a different perspective"

		9 It's one part of who I am
Creative of overall campaigns Design and Photography	\$25,000	Campaigns 1-13
PRESS GLBT Community Press 10 half page advertisements in Melbourne Community Voice @ \$500.00 per placement 10 half page advertisements in Bnews @ \$450.00 per placement	\$5,000 \$9,000	Regular updates on the WRAP Campaign to inform community about forthcoming implementation
Commercial Press: Leader Community Papers Editorial based on placed ads 10 placements spread over 12 months The Age/Sun 10 placements spread over 12 months	\$10,000 \$1,000 \$20,000	5 "Deserves respect" 7 RU12? 13 Saying nothing IS saying something
TV placement	TBD	6 "Deserves respect" 9 It's one part of who I am 13 Saying nothing IS saying

		something
TV loop – community and health services	\$6000 for 5 community health services and 5 general practice waiting rooms (20 second runs every minute – 5 days per week) continuous loop	1 Look after your friends 3 Champions program
Radio	TBD	1 Look after your friends 3 Champions program 13 Saying nothing IS saying something

Program support and resourcing

Social marketing campaigns will only be sustained for the period of time and focus they occupy. Greater focus on reporting and support mechanisms need to complement the increased awareness that a successful social marketing campaign will lead to.

Recommendations:

1. That there be a coordination role to assist in the roll out of the social marketing campaign to ensure liaison between social campaign, support agencies already in place and seizing opportunities that arise from increased awareness. **(See Appendix A)**
2. Increased support for the Anti-Violence project to continue with their work in the on-line reporting and third party reporting structures which have been developed in partnership with Victoria Police.
3. Process and impact evaluation be implemented to assess uptake of message and document learnings for the future.

8. Evaluation processes

The evaluation will focus on process and impact evaluation and reflect the campaign objectives. The reason for this evaluative focus on process and impact is that no one single intervention is likely to achieve the outcomes required.

Proposed methodology:

Process evaluation

- will involve documenting the campaign development and implementation

Impact evaluation

- pre- and post-focus testing
- campaign recall
- message comprehension and acceptance
- cognitive response
- behavioural response

An evaluation report drawing together and analysing information gathered will be published. This report will make an assessment of the extent to which the campaigns have achieved their aims and objectives and recommend ways to improve and inform future projects and campaigns.

Approximate costs for evaluation: \$20,000

9. Opportunities for the development of partnerships

A range of government and non-government policy, programs and initiatives which seek to prevent homophobic harassment and promote the human rights of GLBT people have been developed in recent years. These provide opportunities for collaboration, mutual reinforcement of messaging and have the potential to ensure the sustainability of the objectives of this framework.

A coordination role with a comprehensive understanding of the breadth of activity in the GLBT space - government and non-government, is an essential component for linking the range of initiatives, in the interests of the 2 key aims of the project.

A proposal detailing the nature of the coordination role is included in Appendix A for the government’s consideration.

The following table illustrates synergies and overlap between some of these existing policies, programs and initiatives and the models proposed in this framework.

It is anticipated that the proposed coordination role be central to the work which will be undertaken in the implementation phases of the framework. This role will effectively coordinate the social marketing campaign to build on and compliment the successes inherent in other areas of current work which seeks to address homophobic harassment in Victoria.

Social Marketing Campaign Coordination Role

Model	Government	Non-government
Human Rights and Social Justice Model	<p>The Department of Justice</p> <ul style="list-style-type: none"> Attorney General’s and Health Gay & Lesbian Ministerial Advisory Committee Review of Identity Motivated Hate Crime in Victoria “The Eames Review” <p>The Victorian Equal Opportunity and Human Rights Commission</p> <ul style="list-style-type: none"> <i>Equal Opportunity Act 1995 (EOA)</i> <i>Charter of Human Rights and Responsibilities Act 2006 (the Charter).</i> 	<p>Way Out</p> <p>Victorian Gay and Lesbian Rights Lobby</p> <ul style="list-style-type: none"> Equal Love Blood Donor Registry Schools Campaign <p>Rainbow Families Council</p> <ul style="list-style-type: none"> Love Makes a Family

<p>Sexual Orientation and Gender Identity Model</p>	<p>The Department of Education and Early Childhood Development</p> <ul style="list-style-type: none"> • Safe Schools are Effective Schools • Sexual Diversity in Schools programs <p>VicHealth</p> <ul style="list-style-type: none"> • Building on our strengths: A framework to reduce race-based discrimination and support diversity in Victoria <p>Department of Human Services</p> <ul style="list-style-type: none"> • Well proud: A guide to gay, lesbian, bisexual transgender and intersex inclusive practice for health and human services 	<p>Australian Football League</p> <ul style="list-style-type: none"> • Respect and Responsibility Policy and Program <p>Queer Events</p> <ul style="list-style-type: none"> • ie: Midsumma, Pride March, Minus 18 events, ChillOut, Melbourne Queer Film Festival <p>Gay and Lesbian Health Victoria</p> <ul style="list-style-type: none"> • Training initiatives <p>TransGender Victoria</p>
<p>Harm/Need Model</p>	<p>Department of Justice</p> <ul style="list-style-type: none"> • VicPol – GLLO program 	<p>Various information, support and advocacy services ie:</p> <ul style="list-style-type: none"> • TransGender Victoria; Rainbow Families Council; The {also} Foundation; Victorian AIDS Council/Gay Mens Health Centre; Way Out; Drummond Street Relationship Centre. <p>The Anti-Violence Project of Victoria Inc</p> <ul style="list-style-type: none"> • Violence Reporting Service <p>Gay and Lesbian Health Victoria</p> <ul style="list-style-type: none"> • Research projects and reports

10. Recommendations

As discussed, the objectives of the framework will only be met through a combination of long-term funding for education and awareness campaigns, commitment to the eradication of homophobic harassment by all levels of government, and the adequate resourcing of the GLBT sector. GLBT people must have a greater awareness of their rights and avenues for redress, feel well supported to participate safely in all aspects of the Victorian community, and feel confident their experiences of homophobic harassment will be appropriately dealt with.

With Respect identifies government as best placed to take a leadership role in overseeing the development and implementation of a community education strategy to reduce the incidence of homophobic harassment in Victoria, in partnership with a diverse range of key stakeholders.

In addition, the abovementioned report, *Building on our strengths: A framework to reduce race-based discrimination and support diversity in Victoria* focuses on strategies to build positive attitudes and behaviours in the whole community and on reorienting the cultures and policies and procedures of organisations within it. This focus is:

'based on the understanding that there is a relationship between deeply held stereotypes and prejudices, race-based discrimination in the form of everyday acts and race-based discrimination reflected in organisational, community and broader societal structures and cultures. Accordingly, efforts to reduce such discrimination need to be targeted at all these levels.' [p.27]

This framework further takes the opportunity to urge the mobilisation of all recommendations from both *With Respect* and *Coming Forward*. The recommendations detailed below are selected from these reports, as well as those identified in the course of this project, in the interests of meeting the current framework objectives.

10.1 Recommendations relating to objective 1

Recommendation 1

That the Victorian Government adopt an anti-homophobia policy which:

- Recognises and celebrates diversity of sexual orientation and gender identity
- Acknowledges the level of homophobic harassment in Victoria
- Takes a zero-tolerance approach to homophobia and heterosexism

[recommendation 1 from With Respect]

Recommendation 2

That the Victorian Government undertake legislative and social reforms that challenge heterosexism and that provide full legal and social recognition of GLBT people.

[see Coming Forward p. 63]

Recommendation 3

That the Department of Justice give specific consideration developing guidelines for government to fulfil their obligations under the *Charter of Human Rights and Responsibilities* towards GLBT people.

[recommendation 8 from With Respect]

Recommendation 4

That the Government and in particular DEECD develop and implement a whole of life anti-discrimination education system which builds anti-homophobia materials into curriculum in all levels of education.

Recommendation 5

Social marketing campaigns will only be sustained for the period of time they occupy. To this end there should be a coordination role to assist in the roll out of the social marketing campaign to ensure liaison between GLBT communities, support agencies and seizing opportunities that arise from increased awareness.

Recommendation 6

Process and impact evaluation be implemented to assess uptake of message and document learning's for the future.

10.2 Recommendations relating to objective 2

Recommendation 7

That the Government – in conjunction with relevant external agencies – improve data collection concerning the incidence and types of homophobic harassment. This may include engaging with and supporting:

- Victoria Police to ensure their data collection system has the capacity to collect accurate and comprehensive data
- GLBT community organisations to gather incidence data on harassment against GLBT people

[recommendation 7 from With Respect, also see Coming Forward p. 65]

Recommendation 8

That the Government ensure relevant GLBT community organisations are adequately funded to fulfil their missions and play key advocacy and leadership roles in the development and implementation of anti-homophobia initiatives.

[recommendation 4 from With Respect]

Recommendation 9

That the government work in conjunction with relevant external agencies to improve service access and quality for GLBT people including the promotion of *Well Proud: A guide to gay, lesbian, bisexual, transgender and intersex inclusive practice for health and human services*.

[see Coming Forward p. 64]

Recommendation 10

That the Government provide increased resourcing and support for the Anti-Violence Project of Victoria to continue with their work in the on-line reporting and third party reporting structures which have been developed in partnership with Victoria Police.

Recommendation 11

That the Government fund research to gather data on the incidence of different types of heterosexist violence including non-physical forms of abuse, as well as information about GLBT people's experiences of pursuing cases of heterosexist violence and same-sex partner abuse through the courts.

[see Coming Forward p. 65]

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APPENDIX A

WITH RESPECT AWARENESS PROJECT Social Marketing Campaign Coordination Role

BACKGROUND

In 2006, the Joint Working Group of the Attorney-General's and Health Minister's Advisory Committees on Gay, Lesbian, Bisexual, Transgender and Intersex (GLBTI) Issues, released its report *With Respect: A strategy for reducing homophobic harassment in Victoria*.

The report documents that the most effective strategy for reducing the amount of homophobic harassment in Victoria:

*“ involves the implementation of two major strategies: Reform of the Equal Opportunity Act to protect GLBTI people from forms of harassment in public spaces, and community awareness and education campaigns.”*²²

The With Respect Awareness Project (WRAP) stems from the community awareness and education recommendations encompassed in the *With Respect* Report (2006).

The Project is auspiced by the {also} foundation in partnership with TransGender Victoria, the Victorian Gay and Lesbian Rights Lobby and the Anti-Violence Project.

A project advisory group composed of key stakeholders has been established to provide guidance to the project and is made up of representatives from the following organizations:

- VGLRL
- TGV
- AVP
- The Department of Justice
- the Victorian Equal Opportunity and Human Rights Commission
- Victoria Police
- Vic Health
- Attorney-General's and Minister for Health's GLBTI Advisory Committees
- Rainbow Families
- GLHV
- VIC AIDS Council
- Way Out
- Drummond Street Relationship Centre

The key objectives of the community education and awareness strategy is to provide a framework to:

²² Gray, B., Leonard, W., & Jack, M. (2006) *With Respect: A strategy for reducing homophobic harassment in Victoria*. Joint Working Group of the Attorney General's and Health Minister's Advisory Committees on GLBTI Issues (unpublished).

-
- reduce the incidence of homophobic harassment in Victoria by changing homophobic community attitudes and behaviours
 - increase the capacity of GLBTI people to respond to homophobic harassment and encourage reporting of homophobic incidents

The WRAP proposes a framework for reducing the incidence of homophobic harassment in Victoria by identifying a social marketing campaign which employs a range of strategies to change homophobic attitudes and behaviours, as well as increase the capacity of the GLBT community to respond to and report violence when it occurs.

It is proposed that the social marketing campaign be funded by Government and implemented in consultation with the GLBT community.

THIS PROPOSAL

Alongside the WRAP framework is a range of government and non-government policy, programs and initiatives which seek to prevent homophobic harassment and promote the human rights of GLBT people. These provide opportunities for collaboration, mutual reinforcement of messaging and have the potential to ensure the sustainability of the objectives of the WRAP framework.

A coordination role with a comprehensive understanding of the breadth of activity in the GLBT space - government and non-government, is an essential component for linking the range of initiatives, in the interests of achieving the 2 key aims of the WRAP project.

As an important addition to the framework, the WRAP report proposes that a coordination role be funded to further identify appropriate partnerships, build on existing policy, programs and initiatives, and coordinate the social marketing campaign to work in conjunction with the GLBT sector and relevant government departments to maximise potential affect of the social marketing campaign as well as the other work being undertaken in the GLBT landscape.

The role should be located within an appropriate non government GLBT service in order to facilitate effective engagement with the GLBT sector as well as the relevant government departments.

It is further proposed that a subgroup of the WRAP reference group be formed to oversee the coordination role, as well as the implementation of the social marketing campaign.

The role should attract experience, interest and qualifications relevant for social marketing project work, social justice ideology and commitment, an understanding of the politics of sexual orientation and sexual identity and a commitment to the promotion of human rights.

BUDGET

Based on an equivalent state government position, it is envisaged that this position would attract a salary range of \$73,104 - \$88,450 (VPS 5 FTE).