

# fact sheet #14.

## PROGRAM DESIGN AND DELIVERY

When designing a primary violence prevention program, you will need to consider the following things:

### WHO WILL DELIVER THE PROGRAM?

It is essential that primary prevention educators have the following skills and qualities:

- ✓ A thorough and accurate understanding of gender inequality, violence against women and primary prevention concepts and approaches.
- ✓ Approachable and have good communication skills.
- ✓ Comfortable talking about 'taboo' issues like sex, relationships and violence.
- ✓ Understand the need to keep things strictly confidential (unless required by law).
- ✓ Have the skills and training to appropriately deal with disclosures of physical and sexual abuse.
- ✓ Have the skills and training to recognise women and children at risk and how to make appropriate referrals.
- ✓ Assertive enough to confront damaging stereotypes and hurtful behaviour.
- ✓ Able to make the program or event interesting, fun and enjoyable.

### THINK CAREFULLY

About the gender and cultural background of your facilitators. It is important to create a space where people feel comfortable and safe to participate and share experiences.

### WHAT WILL YOUR PROGRAM LOOK LIKE?

There are lots of different ways to do primary violence prevention work in your community, including:

- Education and training delivered directly to men and women in a range of settings, such as schools and workplaces.
- Community awareness and advocacy campaigns.
- Legislative and policy reform.
- Training and skills development program delivered within organisations.
- Research and information gathering.
- One-off or regular events, such as White Ribbon Day.

### DON'T RE-INVENT THE WHEEL!

You don't always have to start a new program from scratch. Think about ways you can adapt programs from elsewhere or integrate primary prevention approaches into your existing work.



**1800 RESPECT (1800 737 732)**

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.

## WHEN AND FOR HOW LONG WILL THE PROGRAM RUN?

Considerations must include:

- Total duration of the program.
- Timing of the program (e.g. school holidays, after school etc.).
- Length, number and spacing of activities/events.
- Opportunities for 'refresher' or follow up activities.

## WHERE WILL THE FUNDING AND RESOURCES COME FROM?

Ask yourself:

- Can the project be done without funding?  
If not:
- Where will the funding to deliver the program come from?
- Are there 'in kind' contributions that can be made to save money?
- Will the program be delivered 'in house' or outsourced to contractors?
- How will the program continue when the funding ceases?

## HOW WILL THE PROGRAM BE DELIVERED?

Primary prevention programs should be:

- **Respectful** of people's existing skills and strengths.
- **Practical** and teach people the skills they need in real life.
- **Responsible** about recognising when people are at risk and knowing how to make an appropriate referral.
- **Relevant** to people's individual needs and contexts.
- **Consultative** and engage target groups in the program design.
- **Goal-oriented** and have clear outcomes and objectives.
- **Transformative** and aim to challenge and change the inequalities that cause violence against women.
- **Capacity building** so that they leave people and organisations more able to take action in the future.
- **Evidence-based** and informed by best practice standards.

## RECOMMENDED READING



**Title** Community Action Toolkit to Prevent Family Violence (2006)  
**Author** New Zealand Government  
**Link** [www.areyouok.org.nz/community\\_action\\_toolkit\\_0.php](http://www.areyouok.org.nz/community_action_toolkit_0.php)



**Title** Toolkit for Indigenous Service Provision  
**Author** The Australian Government  
**Link** [www.fahcsia.gov.au/sa/indigenous/progserv/engagement](http://www.fahcsia.gov.au/sa/indigenous/progserv/engagement)



**Title** Tools 4 Good – Ideas Database  
**Author** Project Australia  
**Link** [www.tools4good.org.au](http://www.tools4good.org.au)



**Title** Creating Change Toolkit (2011)  
**Author** New Zealand Government  
**Link** [www.areyouok.org.nz/community\\_action\\_toolkit\\_0.php](http://www.areyouok.org.nz/community_action_toolkit_0.php)



This is 14 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at [www.nrwn.org.au](http://www.nrwn.org.au)