



KANTAR TNS

Tracking Change: midterm snapshot evaluation findings for *The Line* campaign

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Introduction

The Line

Our Watch delivers *The Line*, Australia's long-term social marketing initiative for young people aged 12 to 20 years to prevent violence against women and their children. *The Line's* long-term goal is to prevent violence against women and their children by addressing the gendered drivers of violence outlined in *Change the story*.¹

The Line is an evidence-based primary prevention campaign that uses a multi-pronged approach including social media, content marketing, ambassadors and partners, resources for 'influencers' (e.g. parents and teachers), public relations, advertising and stakeholder engagement.

This report provides a snapshot of key findings from *The Line's* October 2016 evaluation survey of its *You Can't Undo Violence* campaign (Wave 3 survey) with survey data compared against the initial September 2015 evaluation survey (Benchmark survey).

You Can't Undo Violence Campaign

The Line launched the '[You Can't Undo Violence' campaign](#) for young people on 28 September 2015. The campaign is for young people aged 12 to 20 years – when they are starting to have (or starting to think about having) their first relationships. The campaign highlights the different types of violence that young people could experience in their relationships, using tattoo imagery to convey the serious, lasting consequences. The campaign also highlights the disturbing attitudes and behaviours that excuse violence or blame victims – attitudes that must be challenged.

Our Watch tested this campaign concept with over 1,000 young Australians and their parents in April, 2015. Over two-thirds of young people and three-quarters of parents thought the campaign was effective, relevant, impactful, appropriate and thought-provoking.

Evidence and policy context

Change the Story: the shared framework for the primary prevention of violence against women and their children, sets out the importance of understanding violence against women within the social context of gender equality. As such, efforts to prevent violence must be multi-faceted and address structures, norms and practices that drive or excuse violence against women and their children.

The Line, draws from the essential actions outlined in *Change the Story* and focuses on the following:

- Challenging the attitudes, beliefs and behaviours that justify, excuse, trivialise or downplay violence against women and their children, or shift blame from the perpetrator to the victim.
- Promoting young women's independence in relationships.

¹ Our Watch, Australia's National Research Organisation for Women's Safety (ANROWS) and VicHealth (2015) *Change the story: A shared framework for the prevention of violence against women and their children* in Australia, Our Watch, Melbourne, Australia.

- Challenging young men’s use of controlling behaviours in relationships.
- Providing sources of peer support.
- Encouraging young people to reject rigid gender roles and develop positive personal identities that are not constrained by gender stereotypes.
- Challenging aggressive, entitled and dominant constructions of masculinity and subordinate or sexualised constructions of femininity.
- Promoting positive, equal and respectful relationships between and among young men and women.
- Promoting and normalising gender equality in young people’s lives, particularly in their relationships.

Engaging with schools, media, sports clubs, and other settings where young people live, work and play, is crucial to achieving cultural change to prevent violence against women. Our Watch works in a number of these areas, including supporting the development and evaluation of best-practice respectful relationships education, engaging media to increase the quality of reporting of violence against women and their children, and building the capacity of sporting organisations to take action to prevent such violence.

Evaluation methodology

The Line is evaluated using a comprehensive multi-methodology framework, conducted by research organisation TNS, which includes regular survey data collection. To date, the evaluation tracking survey has been conducted in four waves, starting with a benchmark survey in September 2015.

Table 1 Date and purpose of each survey.

Survey name	Date conducted	Purpose
Benchmark survey	September 2015	To benchmark target audience’s knowledge, attitudes and behaviours prior to launch of <i>The Line</i> campaign.
Wave 1 survey	November 2015	To measure spontaneous and prompted awareness of <i>The Line</i> campaign and track attitudinal and behavioural shifts since the September 2015 Benchmark survey.
Wave 2 survey	March 2016	To measure spontaneous and prompted awareness of <i>The Line</i> campaign and track attitudinal and behavioural shifts since the Wave 1 survey in November 2015.
Wave 3 survey	October 2016	To measure spontaneous and prompted awareness of <i>The Line</i> campaign and track attitudinal and behavioural shifts since the wave 2 survey in March 2016.

The findings detailed in this report represent the third wave of the survey and the fourth survey since September 2015.² It draws from over 1000 online interviews with young people and 500 online interviews with parents of 12-20 year olds, and was conducted in October 2016. Data

² Please note this snapshot report only represents a small portion of *The Line* evaluation. A comprehensive evaluation report is expected to be released at the completion of this evaluation cycle in mid-2017.

presented in this report represents views for the whole population sampled not only participants who were aware of *'The Line.'* Where possible the latest findings are contextualised against the September 2015 survey data (Benchmark Survey).

The Line is evaluated through a mix of outcome, output and process evaluation, with a focus on regular tracking surveys that measure awareness, attitudes and behaviours in the target audiences. Questions in the tracking survey have been mapped to campaign key performance indicators to measure changes in the attitudes and behaviours of the target audiences.

The achieved samples were weighted to 2011 location census data (all), 2011 gender within age census data (12-20 year olds only) and to benchmark gender within age of child data (parents only). The weighted wave 3 (September 2015) profiles closely matched the weighted benchmark (October 2016) profiles.

Other data sets, such as the National Community Attitudes towards Violence Against Women Survey (NCAS), gauge community knowledge of, and attitudes towards violence against women to identify areas that need attention in the future. This dataset is for a slightly older cohort than *The Line* evaluation (starting with 16 year olds, rather than *The Line's* 12-20 year old audience), but will be able to add to *The Line* evaluation to inform future directions of the campaign.

Summary of key findings

Overall when comparing the initial September 2015 (Benchmark) survey results with the October 2016 (Wave 3) survey results, the data shows small but critical changes in attitudes about victim blaming and good reach and recognition of the *'You Can't Undo Violence'* campaign. For example, over a 13 month period there has been a decrease from 42 percent to 29 percent of young people who think that most females could leave a violent relationship if they wanted to.

The October 2016 evaluation survey results show many attitudes held by young people in relation to gender equality and violence against women remained steady since the September 2015 survey.

The main focus of *The Line* in 2016 and 2017 has been the *'You Can't Undo Violence'* campaign. The October 2016 data shows that young people who recognise the campaign are more likely to have discussed what makes relationships between males and females healthy. For example, 89 percent of those who recognised *The Line* campaign had discussed healthy relationships, with 38 percent doing so in the last week. Conversely, of those who did not recognise the campaign, only 67 percent had discussed healthy relationships and only 17 percent in the last week.

These results demonstrate the importance of giving young people the tools and language to discuss and interrogate what makes relationships healthy. With these tools, young people can challenge attitudes that reflect gender inequality and alter their behaviours, including calling out unacceptable behaviour in their peer groups.

Parents are key influencers of young people and need to be supported to have these discussions with their children, including through the provision of resources. Since September 2015, there has

been a 10 percent increase in parents who believe it is extremely important for their 12-20 year olds to be informed about what makes a healthy relationship, and to be informed about gender roles in a relationship.

Detailed findings

Young people's views

When compared with the September 2015 survey results, the October 2016 data shows some positive changes in the attitudes of young people. As findings from nation-wide surveys have demonstrated, shifts in young people's attitudes towards violence against women, while incremental, are gradually improving over the course of decades³. It is therefore reasonable to expect more significant shifts to take place over longer periods of time. There were a number of indicators where there was minimal or no change to attitudes over the 13-month period.

Many indicators in the young people survey data are closely in line with or slightly varied from the parents' data and broader community attitudes survey.

The October 2016 evaluation survey found that:

Consent and pressure

- 1 in 5 (20 percent) young people believe that it is normal for young men to put pressure on young women to do sexual things, down slightly from 21 percent in September 2015.
- 1 in 5 (22 percent) young people believe that if a young man wants to have sex with a young woman, that it's up to the woman to make it very clear she doesn't want to, down slightly from 23 percent in September 2015.
- 1 in 5 (20 percent) of young people think that jealousy is a sign that your partner loves you, down slightly from 22 percent in September 2015.
- 1 in 10 (9 percent) young people believe it is acceptable to circulate nude photos among close friends, up from 8 percent in September 2015.

Equality and gender roles

- A quarter of young people (25 percent) believe that males who take on a more dominant role in a relationship gain more respect from their friends, up from 21 percent in September 2015.
- 1 in 5 (22 percent) young people think that males should be the head of the household, down from 24 percent in September 2015.

Victim blaming

- 1 in 5 (19 percent) young people believe that if a female is drunk or affected by drugs, she is at least partly responsible for unwanted sex, up from 16 percent in September 2015.
- One third (36 percent) of young people think it is hard to be respectful of a female when she is drunk, consistent with the September 2015 findings.

³ VicHealth 2014, Australians' attitudes to violence against women. Findings from the 2013 National Community Attitudes towards Violence Against Women Survey (NCAS), Victorian Health Promotion Foundation, Melbourne, Australia.

- 3 in 10 (28 percent) young people believe it is hard to be respectful of a female who wears revealing clothing, down from 30 percent in September 2015.
- 15 percent of young people believe that if a female wears revealing clothing, she is at least partly responsible for unwanted sex, consistent with September 2015 findings.
- 1 in 10 (10 percent) young people believe physical violence can be excused if intoxication is involved, up from nine percent in September 2015.

Relationships and behaviour

- Two-thirds (67 percent) of young people believe shouting or saying hurtful things is a form of violence, up from 6 in 10 (58 percent) in September 2015.
- Three-quarters (76 percent) of young people feel confident to know where to draw the line and what is unacceptable in a relationship, up from 7 in 10 (72 percent) in September 2015.
- 9 in 10 (88 percent) young people believe that deliberately hurting a girl can have a long-term impact on her, up from 8 in 10 (83 percent) in September 2015.
- 8 in 10 (80 percent) young people believe that deliberately hurting a girl can have long-term damage to a perpetrator's reputation, up from three-quarters (76 percent) in September 2015.
- More than 8 in 10 (83 percent) young people believe it is completely true that it is not acceptable for a guy to make a girl feel unimportant, up from around three-quarters (78 percent) in September 2015.
- 3 in 10 (31 percent) young people whom have had at least one boyfriend or girlfriend, reported they have been told by their partner that their physical appearances need to be changed, up from a quarter (25 percent) in September 2015.
- Nearly half (45 percent) of young people who have had at least one boyfriend or girlfriend, reported to have felt unimportant or not worth very much by their partner, up from 4 in 10 (38 percent) in September 2015.

Parents' views

Because parents are powerful in creating change and influencing the young people in their lives, *The Line* evaluation also surveyed 500 parents who have children aged between 12-20 years old.

In September 2015, 60 percent of parents considered they were extremely or very influential over their children in helping them understand what makes a relationship healthy. Given that parents are usually the first to role-model a relationship to their children, this number is lower than expected and shows that further work can be done to raise awareness with parents about their important role and influence.

In October 2016, 72 percent of parents felt it was their responsibility to discuss what makes a relationship healthy with their children, up slightly from 69 percent in September 2015. Parents believe sexual consent and the acceptability and impacts of physical violence against girls are the topics of highest perceived importance, with levels remaining consistent over time.

Further, the survey found that parents are confident speaking to their children about healthy relationships and it is positive to see their confidence levels increasing over time. But despite their increasing confidence, there was little change in the number of parents who had talked to their

children in the last 3 months about what makes a relationship healthy. This reinforces that parents need resources and support to have regular conversations with their children about these important topics.

The October 2016 evaluation survey found that:

Talking to young people about relationships

- 72 percent of parents felt it was their responsibility to discuss what makes a relationship healthy with their children, up slightly from 69 percent in September 2015.
- 8 in 10 (77 percent) parents feel confident to discuss with their child the acceptability and the impacts of physical violence against girls, up from 7 in 10 (70 percent) in September 2015.
- Three-quarters (74 percent) of parents felt confident discussing speaking up against abusive or disrespectful behaviours with their child, up from 7 in 10 (70 percent) in September 2015.
- 6 in 10 (61 percent) parents reported to have discussed the acceptability and impacts of pornography with their 12-20 year old child, down from two-thirds (67 percent) in September 2015.

Relationships, equality and gender roles

- 6 in 10 (59 percent) parents believe it is extremely important that their 12-20 year old child be informed about what makes relationships healthy, up from 5 in 10 (52 percent) in September 2015.
- Nearly 5 in 10 (47 percent) parents believe it is extremely important that their 12-20 year old child be informed about gender roles in a relationship, up from 4 in 10 (40 percent) in September 2015.
- 7 in 10 (69 percent) parents believe it is completely untrue that it is ok for someone to make threats of physical violence in a relationship even if they don't physically hurt anyone, up from 6 in 10 (61 percent) in September 2015.
- 2 in 10 (18 percent) parents think that males should be the head of the household, down from a quarter (24 percent) in September 2015.

Victim blaming

- One-third (33 percent) of parents believe that most females could leave a relationship if they really wanted to, consistent with September 2015 survey.
- Around 1 in 10 (12 percent) parents believe that if a female is drunk, affected by drugs or wearing revealing clothing, she is at least partly responsible for unwanted sex, down slightly from 14 percent in September 2015.