

Executive Summary

Unpacking Violence:



A storytelling resource
for understanding non-
physical forms of abuse and
the gendered drivers of
violence against women

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The Our Watch Non-physical Forms of Abuse campaign, *No Excuse for Abuse*, aims to raise awareness of non-physical forms of abuse against women and increase understanding that all forms of abuse are serious. The campaign, funded by the Australian Government's Department of Social Services, launched in July 2018 and includes [social marketing content](#)¹ and material. This resource is to support people working to prevent violence against women in Australia. In this document, we refer to these people as practitioners.

The practice component of the campaign aims to provide prevention of violence against women practitioners with resources they can use when undertaking prevention activities e.g., training and presentations to stakeholders, policy planning, organisational development, and advocacy work. These resources will demonstrate the relationship between non-physical forms of abuse and the gendered drivers of violence, as identified by [Change the story](#)².

Why narrative stories?

Personal stories are a powerful primary prevention tool. They can bring a human face to public health issues and build empathy, understanding and connection. They can also help link individual experiences to the broader social context, for instance by highlighting the common patterns of power and control that appear across each individual experience of abuse. Stories can also allow us to show the complex interplay of multiple forms of non-physical abuse and the impact this can have for women and children. Stories can also be experiential – they help people to better understand the experiences of others, particularly if they have no similar personal experience.

As primary prevention tools, narrative stories can challenge myths, highlight gendered norms, practices and structures, and engage with the gendered drivers and essential actions. They can also seek to role model and foster intersectional thinking. See page 19 for more information on how this resource has sought to incorporate an intersectional lens across the narrative stories.

Online at www.ourwatch.org.au/no-excuse/home

1 <https://www.ourwatch.org.au/no-excuse/home>

2 <https://www.ourwatch.org.au/What-We-Do/National-Primary-Prevention-Framework>

