MEDIA RELEASE

New toolkit identifies how to reduce backlash and build support in engaging men in violence prevention and gender equality work.

Efforts to prevent domestic violence and build gender equality in Australia often meet resistance. Some people push back, responding with criticism and hostility to education, training or community campaigns. “Eastern Health is pleased to release a new guide providing practical strategies for violence prevention practitioners, advocates, and educators in reducing resistance and building support,” said Michelle Fleming, Associate Program Director, Specialty Medicine and Ambulatory Care, Eastern Health.

“When violence prevention practitioners run events and campaigns, we sometimes encounter resistance,” said Josette O’Donnell, Eastern Health Senior Health Promotion Officer. “There is sometimes defensiveness and criticism, typically from men, and this toolkit provides guidance on how to prevent and respond to these,” said Brianna Myors, **Program Manager for Primary Prevention and Education at the Eastern Domestic Violence Service.**

The toolkit is a collaboration between Eastern Health, the Eastern Domestic Violence Service (EDVOS), and the Queensland University of Technology. The guide identifies tools and tips at four levels: working strategically, planning an event or initiative, running an event, and taking care of self and others.

“To engage men in violence prevention, we need a spirit of compassionate support for change,” said Associate Professor Michael Flood of the Queensland University of Technology. “We need to know the key features of resistance, the typical forms it takes, its sources, and how to reduce and respond to it.”

This guide provides a practical account of how practitioners and advocates can reduce and prevent resistance in our violence prevention and gender equality work.

Practitioners or organisations interested in learning more about the guide can attend the guide launch on Wednesday March 24th, from 1 – 2pm by registering here: <https://www.eventbrite.com.au/e/online-launch-of-engaging-men-reducing-resistance-and-building-support-tickets-143013518283>

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