

Tracking Change: Snapshot evaluation findings for *The Line* campaign 2015 to 2017

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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* supports young people to develop healthy, respectful and equal peer and intimate relationships. *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, carers and teachers), public relations, advertising and stakeholder engagement.

This report provides a snapshot of key findings from *The Line's* May 2017 evaluation survey of its *You Can't Undo Violence* campaign (Wave 5 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.

Evidence and policy context

[Change the Story: A 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 inequality. As such, efforts to prevent this violence must be multi-faceted and address the social and cultural norms, structures and practices that drive or excuse violence against women.

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
- 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

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.

- 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 supporting the development and evaluation of best-practice respectful relationships education, engaging media to improve the quality of reporting of violence against women 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 Kantar Public, which includes regular survey data collection. To date, the evaluation tracking survey has been conducted in five waves, starting with a benchmark survey in September 2015.

Table 1 waves of surveys conducted between September 2015 and May 2017.

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.
Wave 4 survey	February 2017	To measure spontaneous and prompted awareness of <i>The Line</i> campaign and track attitudinal and behavioural shifts since the Wave 3 survey in October 2016.
Wave 5 survey	May 2017	To measure spontaneous and prompted awareness of <i>The Line</i> campaign and track attitudinal and behavioural shifts since the September 2015 Benchmark survey.

The findings detailed in this report represent the fifth wave of the 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 May 2017. Data presented in this report represents views for the whole population, sampling participants who did recognise and did not recognise the ‘*You Can’t Undo Violence*’ campaign. Where possible the latest findings are contextualised against the September 2015 survey data (Benchmark Survey).

² Please note this snapshot report only represents a small portion of *The Line* evaluation.

The Line is evaluated through a mix of outcome, output and process evaluation, with a focus on regular tracking surveys that measure campaign recognition, 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 5 (May 2017) profiles closely matched the weighted benchmark (September 2015) profiles.

Summary of key findings

When comparing the initial September 2015 (Benchmark) survey results with the May 2017 (Wave 5) survey results, the data shows recognition of the *'You Can't Undo Violence'* campaign among young people has significantly increased, up from 15% in 2015 to 32% in 2017, particularly among males and young people aged 18 – 20 years. The data also showed significant changes in young people's attitudes about victim blaming, equality and gender roles. The 2017 data shows that young people who recognised the campaign are more likely to have discussed what constitutes healthy and respectful relationships, with 3 in 10 (28%) young people who recognised the campaign having talked to someone else recently about what makes relationships between males and females healthy, non-abusive or respectful; compared to 17% for those who had not seen the campaign.

Young people who recognised the campaign also had significantly higher confidence levels around understanding the elements of respectful and equal relationships; with three quarters (75%) of young people who had seen the campaign saying they felt confident knowing what they need to do to get consent before any sexual activity, compared to 66% for those who had not seen the campaign. A further 4 out of 5 (79%) young people who had seen the campaign said they felt confident talking to a partner about something they did that upset them, without losing their temper, compared with 67% for those who had not seen the campaign.

These results demonstrate the importance of giving young people the tools and language to discuss and explore what makes relationships healthy. The May 2017 survey results show many attitudes held by young people in relation to victim blaming, non-physical violence, gender roles and rejection of male control improved significantly since the September 2015 survey. Young people showed a decrease in victim blaming across the study period, being less likely to believe that it is hard to be respectful of a female when she is intoxicated, wearing revealing clothing or affected by drugs. They were also more likely to reject rigid gender roles, such as the notion that males should be the head of the household, and to agree that verbal abuse and saying hurtful things is a form of violence. These trends were particularly pronounced among young females, who demonstrated the most positive trends.

As key role models for young people, parents have an important role to play in educating and informing young people about the attitudes and behaviours that lead to healthy, respectful relationships. To do so, parents must feel empowered, supported and confident to have discussions with their children, including through the provision of resources. According to 2017 data, parents who have seen the campaign had higher confidence levels (96%) to discuss topics relating to healthy relationships between males and females with their child, compared to 89% for those who did not recognise the campaign.

Detailed findings

Young people's views and experiences

When compared with the September 2015 survey results, the May 2017 data shows some promising shifts in the attitudes of young people. The 2017 survey found that a greater proportion of young people rejected male control, non-physical forms of violence, rigid gender roles and victim blaming, and a greater proportion had promoted action to stop violence against women.

The 2017 survey found that young people can identify with the *'You Can't Undo Violence'* campaign. Young people who recognised the campaign had higher awareness levels about behaviours that 'cross the line' in a relationship and were more likely to have reported being a victim of violence, compared to those who did not recognise the campaign. For example, 32% of young women who recognised the campaign reported that a guy had put them under pressure to do something sexual, compared with 18% of those who had not seen the campaign. Similarly, 39% of young people who had seen the campaign reported that a partner had checked their private messages without their permission, compared to 25% of young people who did not recognise the campaign.

Promising trends and shifts in attitudes among young people

When compared with the 2015 survey results, the 2017 data shows some positive changes in the attitudes of young people.

- 1 in 5 young people (20%) believe males should be the head of the household, down from 24% in 2015
- Almost one third of young people (31%) believe it is hard to be respectful of a female when she is drunk, down from 36% in 2015.
- A quarter of young people (26%) believe it is hard to be respectful of a female who wears revealing clothing, down from 30% in 2015.
- Positively, three quarters of young people (75%) disagree with the notion that if a female wears revealing clothing she is partly responsible for unwanted sex, up slightly from 71% in 2015.
- Positively, almost three quarters of young people (73%) disagree that if a female is drunk or affected by drugs, she is at least partly responsible for unwanted sex, up from 67% in 2015.
- Over half of young people (54%) disagree that girls prefer a guy who controls the relationship, up from 50% in 2015.
- Almost two thirds of young people (64%) believe that screaming at someone or saying hurtful things is a form of violence, up from 58% in 2015.

Concerning trends and shifts in attitudes among young people

In addition to the promising trends detailed above, the survey results also show some concerning attitudes among young people, some of which have become worse over time and others which have remained static over the duration of the campaign.

- 1 in 5 young people (20%) believe that jealousy is a sign that your partner loves you, consistent with 2015 findings.
- 1 in 7 young people (15%) believe a female shouldn't be able to claim she was sexually assaulted if she is drunk or affected by drugs and was leading people on, consistent with 2015 findings.
- 1 in 7 young people (14%) believe deliberate pushing and shoving sometimes happens and it's ok if both people apologise afterwards, consistent with 2015 findings.
- One quarter of young people (24%) believe that males who take on a more dominant role in a relationship gain more respect from their friends, up from 21% in September 2015. This negative attitudinal shift was particularly pronounced among young males, with a significant increase since

2015 in the proportion of young males (30%) who believe that guys who control a relationship get more respect from their friends, up from 23% in 2015.

- 3 in 5 young people (59%) believe that if a guy wants to have sex with a girl, it is up to the girl to make it very clear if she does not want to, up from 55% in 2015.
- More than 6 in 10 (62%) young females indicated they did not believe a group of guys would listen to them if they confronted them about their sexist behaviour, compared to 59% for males. This statement was not asked in the 2015 survey.
- Over a quarter of young males (27%) indicated that it doesn't bother them if they're with a group of friends and someone puts girls down by making jokes or comments about them. This statement was not asked in the 2015 survey.
- Almost half of young people (45%) believe that most females could leave a violent relationship if they wanted to, up slightly from 42% in 2015. This negative belief was stronger among young males, who demonstrated a significant increase over time, up from 43% in 2015; to half of young males (50%) believing females could leave a violent relationship if they wanted in 2017.

Parents' views and experiences

Parents are usually the first to role-model a relationship to their children and as such their views are important. It is therefore promising that 67% of parents who had seen the campaign felt they had influence over their child regarding what makes healthy relationships, compared to 55% for those who did not recognise the campaign.

The survey found that parents were 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 three months about what makes a relationship healthy. This reinforces the fact that parents need resources and support to have regular conversations with their children about these important topics.

Promising trends and shifts in parents' attitudes

Since 2015 parents have shown some promising attitudinal shifts around male dominance, victim blaming, excusing violence, and disrespect towards women.

- 7 in 10 parents (69%) disagree that a woman prefers a man to control the relationship, up from 64% in 2015.
- Almost two-thirds of parents (65%) disagree that males should be the head of the household, up from 58% in 2015.
- 1 in 10 parents (10%) believe that if a female is drunk or affected by drugs that she is partly responsible for unwanted sex, down from 13% in 2015.
- 1 in 20 parents (5%) believe that if a woman really humiliates a man, she deserves to get slapped, down from 9% in 2015.
- Almost 9 in 10 parents (86%) reject the notion that verbal threats, shouting and anger are all a normal part of having a relationship and are not worth worrying about, up from 80% in 2015.

Concerning trends and shifts in parents' attitudes

Despite some promising trends, the data also shows some concerning attitudes among parents which have remained relatively stable since 2015.

- 1 in 7 parents (15%) believe that women shouldn't compete with men at work, consistent with 2015 findings.
- 3 in 10 parents (29%) believe that most females could leave a violent relationship if they wanted to, consistent with 2015 findings.

- More than 1 in 10 parents (13%) believe that it is not manly for a male to express his feelings, consistent with 2015 findings.
- 3 in 10 parents (30%) believe that violent acts are ok in certain circumstances, that some violent acts are not serious, and that violence is a normal way of resolving conflict, consistent with 2015 findings.